JANUARY, - 1919

CANADIAN FURNITURE WORLD

AND

THE UNDERTAKER



PUBLISHED BY
THE COMMERCIAL PRESS LIMITED
32 COLBORNE STREET TORONTO

The GENDRON MFG. CO., Limited, Toronto

Factory: 137 Duchess Street
Sample Room: 55 Bay Street



New Goods

now on display at our central sample room, which will be open until about February 4th.

Lines comprise—

Baby Carriages
Carriers
Sulkies, etc.

in the latest styles, and new combinations of colors.

Reed Furniture

upholstered in all new designs and patterns of chintz and tapestry.

Our travellers are in attendance





The GENDRON MFG. CO., Limited, Toronto

STRATFORD  FURNITURE

JANUARY 13th to 25th

ARE THE DATES OF THE

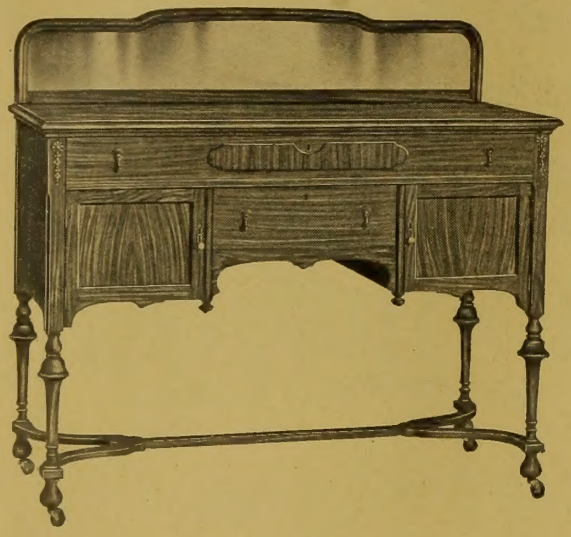
STRATFORD FURNITURE EXHIBITION

When thousands of square feet of floor space will be filled with the latest and best in new spring and summer patterns, the product of the skill and ingenuity of the Stratford manufacturers who have prepared for this Exhibition an unusual array of trade-compelling lines that every dealer must see if he wants to know what is best for his coming season's stock.

To neglect a visit to the Exhibition in January will mean a serious handicap to the merchant who wants his stock to present the latest and most attractive showing to the public.

Stratford Furniture Manufacturers

STRATFORD FURNITURE

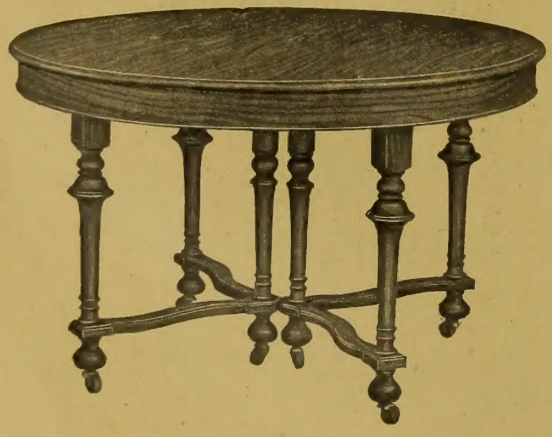


5052A—Buffet

The graceful lines of this black walnut

William *and* Mary Diningroom Suite

cannot fail to appeal to all buyers who appreciate something really exclusive.



5057—Table



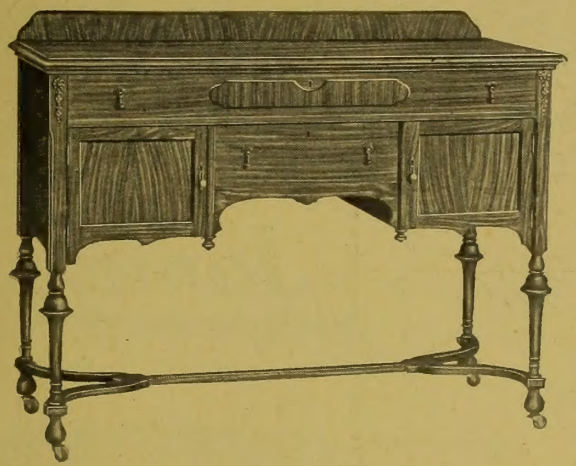
5059A—Diner

The George McLagan Furniture Co., Limited

Stratford, Ontario

STRATFORD FURNITURE

A thorough inspection of our entire line, into which we have, this year, introduced *many* new and attractive pieces, will very well repay you for a trip to Stratford.

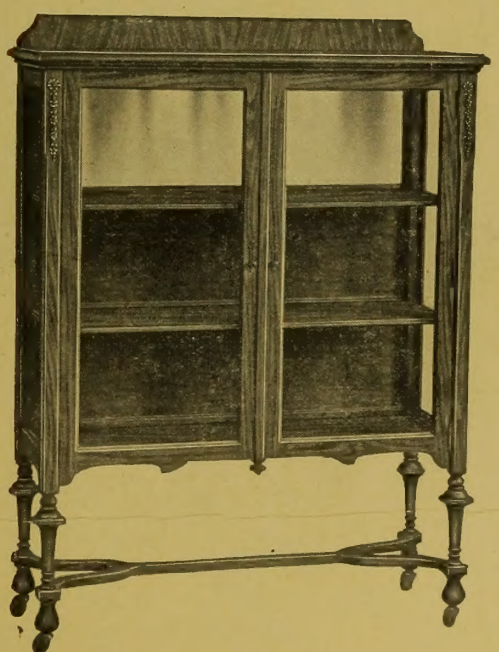


5052—Buffet

Don't forget the date of our ANNUAL EXHIBITION, January 13th to 25th, inclusive.



5059—Diner



5054—China Cabinet

The George McLagan Furniture Co., Limited

Stratford, Ontario

STRATFORD FURNITURE

Meet us at

Stratford Furniture Exhibition

January 13—25



We will show an immense display of Livingroom Furniture which will be of interest to every furniture dealer.

Many new designs representing the latest in styles and coverings are awaiting your inspection.

For many obvious reasons our display will be the most interesting we have ever had.

PLAN TO COME TO-DAY

The Farquharson-Gifford Co., Limited

STRATFORD

SPECIALISTS IN DAVENPORT BEDS AND LIVINGROOM FURNITURE

ONTARIO

STRATFORD FURNITURE

Come to Stratford Exhibition

AND INSPECT OUR NEWEST DESIGNS



You will find this occasion a profitable and enjoyable outing.

Any dealer visiting Stratford with open eyes and ears is bound to obtain information and ideas from both manufacturers and the dealers he meets.

We will exhibit the newest designs in Living-Room Suites, Kroehler Kodavs, Davenos, and Bed Davenports.

A Hearty Welcome Awaits You—Come.

The Kindel Bed Company, Limited

STRATFORD ONTARIO

STRATFORD FURNITURE



679 B.—Top 21x50, Mirror 12x42
Height 56in.

Quartered Oak Suite

Colonial Design

Get this new suite on your floor and you'll quickly find that in design, quality and price, it is just what your customers have been looking for.

Write us for price of this suite to-day. It will interest you.



422.—Top 15x39, Height 59in.



679A.—Top 21x53, Mirror 8x42
Height 52in.

The Stratford Chair Co.
Limited

Stratford - Ontario

STRATFORD FURNITURE

We Will Show Many New Designs at the

STRATFORD FURNITURE EXHIBITION

IN addition to the attractive Dining Room Suite illustrated, we will display our entire representation, consisting of many new designs in Diners, Den, Library and Office Chairs, complete Dining Room Suites, Dressers and Stands, in plain and quartered oak and quartered gum.



No. 374.—Top 44x44

DON'T FORGET

COME TO STRATFORD

January 13th to 25th.



No. 1691-5



No. 1691-1

The Stratford Chair Co.
Limited

Stratford - Ontario

STRATFORD FURNITURE

Come to Stratford Furniture Exhibition



We will exhibit upholstered reed chairs and rockers, leather and imitation leather chairs and rockers and Old Hickory furniture.

We carry the most select stock of tapestry, chintz and denim coverings in Canada. Come and see for yourself.

IMPERIAL RATTAN COMPANY, LIMITED

STRATFORD, - ONTARIO

Mr. Furniture Dealer:

Are you getting and reading The Canadian Furniture World and Undertaker regularly? If not, send $1.00 to address below, and the paper will come to you, postpaid, each month.

The Commercial Press, Limited

32 Colborne St., Toronto

Fifth Annual

CANADIAN FURNITURE WORLD BUYER'S DIRECTORY

Containing the Most Extensive and Most Conveniently Arranged Buyer's Guide ever compiled for Canadian Furniture Dealers and Manufacturers.

¶ This Directory Number has not been hastily compiled. Every furniture manufacturer in Canada has been written to for information, and months have been spent in making the Directory complete. If the Directory is incomplete in any way it is the fault of the manufacturers who failed to supply information in answer to our requests.

¶ The Directory is published as an editorial service to the Furniture Dealers of Canada. Manufacturers from whom the Furniture World has never received a dollar for advertising—and some from whom it probably never will—have their lines listed, as well as other manufacturers who are more progressive and recognize the advertising value to be obtained in the pages of a trade newspaper for which subscribers pay real money.

¶ Being an editorial service to readers, and not part of any advertising proposition, the names of advertisers and non-advertisers are given in the same style of type. The Directory is intended to be a real Directory.

¶ Practically every furniture retailer in Canada will receive a copy of the Directory Number, and to enable him to more conveniently preserve the Directory for reference during the coming year, each copy is perforated and corded to hang up like a telephone directory.

¶ Compare this Directory Number with other publications, consider the broad policy of service followed by the Furniture World, and the reason for the rapid growth of this paper in circulation and popularity will be recognized. The publishers express appreciation for the liberal support given the Furniture World by the furniture trade in Canada during the past eight years, and will further appreciate suggestions as to how next year's Directory Number, and the Furniture World every month, can be made of greater service to the trade.

THE COMMERCIAL PRESS, LIMITED

Publishers

32 COLBORNE STREET TORONTO, CAN.

Trade Papers:
Canadian Furniture World
Canadian Hardware Journal
The Retail Grocer and Provisioner
The Retail Druggist of Canada
Motoring

Technical Papers:
The Canadian Manufacturer
The Canadian Builder
The Electrical Dealer and Contractor

Bedroom Furniture

BEDS—Brass only

Alaska Bedding of Montreal Limited, Montreal.
Canadian Mersereau Co, Toronto.
Stratford Bed Co., Stratford.

BEDS—Brass and Iron

Alaska Bedding of Montreal Limited, Montreal.
Canadian Mersereau Co., Toronto.
Dominion Brass & Iron Bedstead Co., Montreal.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Ontario Spring Bed and Mattress Co., London.

BEDS—Iron only

Alaska Bedding of Montreal Limited, Montreal.
Reliable Bedding Co., Weston.

BEDS—Davenports

See Davenports (upholstered furniture.)

BEDS—Folding

Alaska Bedding of Montreal Limited, Montreal.
Antiseptic Bedding Co., Toronto.
Canadian Mersereau Co., Toronto.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Imperial Rattan Co., Stratford.
Kindel Bed Co., Stratford.
D. H. Langlois & Co., St. Johns, Que.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
Snyder Bros., Upholstering Co., Waterloo.

BEDS—Institution

Alaska Bedding of Montreal Limited, Montreal.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Ontario Spring Bed and Mattress Co., London.

BEDS—Sofa

Alaska Bedding of Montreal Limited, Montreal.
Farquharson Gifford Co. Ltd., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Knechtel Furniture Co., Hanover.
Montreal Upholstering Co., Montreal.
Snyder Bros. Upholstering Co, Waterloo.

BEDS—Wooden

Anthes Furniture Co., Kitchener.
Art Furniture Co. Ltd., Kitchener.
Beach Furniture Co., Cornwall.
M. F. Beach Co., Winchester.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Gold Medal Furniture Mfg. Co., Toronto.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
George McLagan Furniture Co., Stratford.
A. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
Middlesex Furniture Co. Ltd., Stratford.
North American Furniture Co., Owen Sound.
North American Bent Chair Co. Ltd., Owen Sound.
Peppler Bros., Hanover, Ont.
Spiesz Furniture Co., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Stratford Chair Co., Stratford.
Windsor Furniture Co., Windsor, N.S.

BEDROOM CHAIRS AND ROCKERS

Also see Upholstered Chairs.

Anthes Furniture Co., Kitchener.
Art Furniture Co. Ltd., Kitchener.
Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley, Ont.
F. E. Coombe Furniture Co., Kincardine.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Quebec.
Giddings, Ltd., Granby, Que.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford.
A. Malcolm Furniture Co., Kincardine.
McGill Chairs Limited, Cornwall.
Malcolm & Souter Furniture Co., Hamilton.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Peppler Bros., Hanover, Ont.
Snyder Bros. Upholstering Co., Waterloo.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.
Schierholtz Furniture Co., New Hamburg.
Speisz Furniture Co., Hanover.
Toronto Furniture Co., Toronto.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.

BEDROOM TABLES

Anthes Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Durham Furniture Co., Durham.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener, Ont.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
G. J. Lippert Table Co., Kitchener.
Lucknow Table Co., Lucknow.
D. H. Langlois & Co., St. John's, Que.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
G. McLagan Furniture Co., Stratford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover, Ont.
J Oliver & Sons, Ltd., Ottawa.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto.
Windsor Furniture Co., Windsor, N.S.
Woeller, Bolduc & Co., Waterloo.

BEDSIDE TABLES

Anthes Furniture Co., Kitchener.
North American Bent Chair Co. Ltd., Owen Sound.
Otterville Mfg. Co., Otterville, Ont.
Canada Furniture Mfgs. Ltd., Woodstock.

BED SPRINGS

Alaska Bedding of Montreal Limited, Montreal.
Canadian Feather and Mattress Co., Toronto.
Canadian Mersereau Co., Toronto.
Colleran Spring Bed Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Kilgour & Bro., Beauharnois, Que.
Leggett and Platt Spring Bed Co., Windsor.
Marshall Sanitary Mattress Co. Ltd., Toronto.
J. Oliver & Sons, Ltd., Ottawa.
Ontario Spring Bed and Mattress Co., London.
J. C. Sloane, Owen Sound.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
James Steel & Co., Guelph.
The Steel Furnishing Co., New Glasgow, N.S.
Whitworth & Restall, Toronto.

BOX SPRINGS

Alaska Bedding of Montreal Limited, Montreal.
Canadian Feather and Mattress Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
F. W. & S. Mason, St. Andrews, N.B.
Ontario Spring Bed and Mattress Co., London.
Quality Mattress Co., Waterloo.
Standard Bedding Co., Toronto.

BOLSTER ROLLS

Alaska Bedding of Montreal Limited, Montreal.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Middlesex Furniture Co. Ltd., Strathroy.
Ontario Spring Bed and Mattress Co., London.
Quality Mattress Co., Waterloo.

CHIFFONIERS (Odd or to match Dressers and Stands)

Anthes Furniture Co., Kitchener.
M. F. Beach Co. Ltd., Wichester.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hepworth Mfg. Co., Hepworth.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Geo. McLagan Furniture Co., Stratford, Ont.
Malcolm & Souter Furniture Co., Hamilton.
Andrew Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ltd., Ottawa.
Peppler Bros., Hanover, Ont.
Spiesz Furniture, Ltd., Hanover.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Windsor Furniture Co., Windsor, N.S.

COMFORTERS

Alaska Bedding of Montreal Limited, Montreal.
Canadian Feather and Mattress Co., Toronto.
Toronto Feather and Down Co., Toronto.

COSTUMERS

Alaska Bedding of Montreal Limited, Montreal.
Anthes Furniture Co., Kitchener.
Baetz Bros. & Co., Kitchener.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
Hespeler Furniture Co., Hespeler.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
A. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
Snyder Bros. Upholstering Co., Waterloo.
Toronto Furniture Co., Toronto.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

COTS

Canadian Mersereau Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Krug Bros. & Co., Chesley.
Munro Wire Works, St. Andrews, N.S.
Ontario Spring Bed and Mattress Co., London.
Otterville Mfg. Co., Otterville.
Parkhill Mfg. Co. Ltd., Montreal, Winnipeg, Vancouver.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

CRADLES

See also Iron and Brass Beds.

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co. Ltd., Victoriaville, Que.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Lea-Trimble Mfg. Co., Toronto.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ltd., Ottawa.
Roxton Mill & Chair Mfg. Co., Waterloo, Quebec.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

CRIBS

See Beds (brass and iron).
See also cradles.

DRESSERS (Only)

Canada Furniture Manufacturers Ltd., Woodstock.
Crown Furniture Co., Preston.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furniture Co., Stratford, Ont.
Meaford Mfg. Co. Ltd., Meaford.
Gibbard Furniture Co., Napanee.
Andrew Malcolm Furniture Company, Kincardine.
Peppler Bros., Hanover, Ont.

DRESSERS, CHIFFONIERS, CHEVALS, WASHSTANDS, SOMNOES, DRESSING TABLES, ETC.

Anthes Furniture Co., Kitchener.
Art Furniture Co. Ltd., Kitchener.
Beach Furniture Co., Cornwall.
M. F. Beach Co. Ltd., Winchester.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Geo. McLagan Furniture Co., Stratford, Ont.
Malcolm & Souter Furniture Co., Hamilton.
A. Malcolm Furniture Co., Kincardine.
Meaford Mfg. Co., Meaford.
Middlesex Furniture Co., Strathroy.
North American Furniture Co., Owen Sound.
Orillia Furniture Co., Orillia
J. Oliver & Sons, Ltd., Ottawa.
Peppler Bros., Hanover, Ont.
Spiesz Furniture Co., Hanover.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Toronto Furniture Co., Toronto.
Victoriaville Furniture Co., Victoriaville, Que.
Windsor Furniture Co., Windsor, N.S.

DRESSERS AND WASHSTANDS (Odd)

M. F. Beach Co., Winchester.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hepworth Mfg. Co., Hepworth.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Geo. McLagan Furniture Co., Stratford, Ont.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. Oliver & Son, Ltd., Ottawa.
Spiesz Furniture Co., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Stratford Chair Co., Stratford.
Windsor Furniture Co., Windsor, N.S.

DRESSING TABLE DESKS

Anthes Furniture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Gibbard Furniture Co., Napanee, Ont.
Hespeler Furniture Co., Hespeler.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furniture Co., Stratford, Ont.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

HAMPERS

Canada Furniture Mfrs. Ltd., Woodstock.

IRON BUNKS

Alaska Bedding Co. Ltd., Montreal.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Ontario Spring Bed & Mattress Co., London.

LADIES' DRESSING TABLES (Odd or to match Dressers and Stands)

Anthes Furniture Co., Kitchener.
M. F. Beach Co., Winchester.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Geo. McLagan Furniture Co., Stratford, Ont.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Meaford Mfg. Co., Meaford.
J Oliver & Son, Ltd., Ottawa
Spiesz Furniture Co., Hanover.
Stratford Chair Co., Stratford.

MATTRESSES

Alaska Bedding of Montreal Limited, Montreal.
Antiseptic Bedding Co., Toronto.
Bothwell Mfg. Co., Bothwell.
Canada Furniture Manufacturers Ltd., Woodstock.
Canadian Feather and Mattress Co., Toronto.
Edmonton Tent and Mattress Co., Edmonton.
Empire Bedding & Upholstering Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Keystone Bedding Co., London, Ont.
Kilgour & Bro., Beauharnois, Que.
Krug Bros. & Co., Chesley.
J. B. Larose, Hull, Que.
Marshall Sanitary Mattress Co. Ltd., Toronto.
F. W. & S. Mason, St. Andrews, N.B.
Ontario Spring Bed and Mattress Co., London.
Peterboro Mattress Co., Peterboro.
Quality Mattress Co., Waterloo.
Quebec Mattress Co., Quebec.
Standard Bedding Co., Toronto.
Steel Furnishing Co. Ltd., New Glasgow, N.S.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Whitworth & Restall, Toronto.

PILLOWS

Alaska Bedding of Montreal Limited, Montreal.
Antiseptic Bedding Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Feather and Mattress Co., Toronto.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Kilgour & Bro., Beauharnois, Que.
Krug Bros. & Co., Chesley.
J. B. Larose Jr., Hull, Que.
F. W. & S. Mason, St. Andrews, N.B.
Munro Wire Works, Ltd., New Glasgow, N.S.
Ontario Spring Bed and Mattress Co., London.
Quality Mattress Co., Waterloo.
Restmore Mfg. Co., Vancouver.
Standard Bedding Co., Toronto.
Toronto Feather and Down Co., Toronto.
Whitworth & Restall, Toronto.

WARDROBES

Anthes Furniture Co., Kitchener.
M. F. Beach Co., Winchester.
Bothwell Mfg. Co., Bothwell, Ont.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St Therese, Que.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ltd., Ottawa.
Peppler Bros., Hanover.
Spiesz Furniture Co., Hanover.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Que.

Dining Room Furniture

BUFFETS, SIDEBOARDS, EXTENSION TABLES, SIDE TABLES, CHINA CABINETS, DINERS.

Anthes Furniture Co., itchener.
Beaver Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
Gibbard Furniture Co., Napanee.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
Neustadt Mfg. Co. Ltd., Neustadt.
J. Oliver & Sons, Ottawa.
Peppler Bros., Hanover.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Toronto Furniture Co., Toronto.
Windsor Furniture Co., Windsor, N.S.

BUFFETS AND SIDEBOARDS (only)

Also see Buffets, etc.
Canada Furniture Manufacturer Ltd., Woodstock.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hespler Furniture Co., Hespler.
Kilgour & Bros., Beauharnois, Que.
H. Krug Furniture Co., Kitchener.
D. H. Langlois & Co., St. John's, Que.
Markdale Furniture Co., Markdale.
Geo. McLagan Furniture Co., Stratford, Ont.
Meaford Mfg. Co. Ltd., Meaford.
Megantic Furniture Co., Megantic, Que.
Middlesex Furniture Co., Strathroy.
National Table Co., Owen Sound.
Orillia Furniture Co., Orillia.
Paquet & Godbout, St. Hyacinthe, Que.
Spiesz Furniture Co., Ltd., Hanover.

CHINA CABINETS (Only—Odd or to match Sideboards and Buffets)

Anthes Furniture Co., Kitchener.
Canada Furniture Mfrs. Ltd., Woodstock.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furniture Mfg Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Meaford Mfg. Co., Meaford.
Geo. McLagan Furniture Co., Stratford, Ont.
Peppler Bros., Hanover, Ont.

CURATES

Canada Furniture Manufacturers, Ltd., Woodstock.
H. Krug Furniture Co., Kitchener.

DINERS (only)

Also see Buffets, etc.
Ball Furniture Co., Hanover.
Chesley Chair Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Elora Furniture Co., Elora, Ont.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Que.
Giddings, Ltd., Granby, Que.
Gold Medal Furniture Co., Toronto.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
John C. Mundell & Co., Elora.
Geo. McLagan Furniture Co., Stratford.
Meades Upholstering Co., Hanover.
McGill Chairs Limited, Cornwall.
North American Bent Chair Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Preston Chair Co., Preston.
Roxton Mill & Chair Co., Waterloo, Que.
Schierholtz Furniture Co., New Hamburg.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

DINING ROOM TABLES (not adjustable)

Anthes Furniture Co., Kitchener.
Chesley Furniture Co., Chesley, manufacturers of "Twins."
Dominion Furniture Co., St. Therese, Que.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
National Table Co., Owen Sound.
Geo. McLagan Furniture Co., Stratford.

EXTENSION TABLES (odd)

Also see Buffets, etc.
Baird Bros., Plattsville.
Beaver Furniture Co. Ltd., Kitchener.
Chesley Furniture Co. Ltd., Chesley.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furniture Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hespeler Furniture Co., Hespeler.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Geo. J. Lippert Table Co., Kitchener.
Lucknow Table Co., Lucknow.
Geo. McLagan Furniture Co., Stratford, Ont.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Ltd., Meaford.
National Table Co., Owen Sound.
Orillia Furniture Co., Orillia.
J. Oliver & Sons, Ottawa.
Spiesz Furniture Co., Hanover.
Twin Pedestal Extension Tables.

Parlor and Living Room

FOR SPECIAL LINES, SUCH AS PEDESTALS, TELEPHONE STANDS, ETC., SUITABLE FOR VARIOUS ROOMS, SEE NOVELTIES.

CHESTERFIELDS

See upholstered furniture.

DAVENPORTS

See upholstered furniture.

LIVING ROOM CHAIRS AND ROCKERS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers Ltd., Woodstock.
Canadian Rattan Chair Co. Ltd., Victoriaville, Que.
Chesley Furniture Co. Ltd., Chesley.
F. E. Combe Furniture Co. Ltd., Kincardine.
Elmira Furniture Co. Ltd., Elmira.
Ellis Furniture Co., Ingersoll.
The Farquharson-Gifford Co. Ltd., Stratford.
The Gold Medal Furniture Co. Ltd., Toronto.
Kindel Bed Co. Ltd., Stratford.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Life Long Furniture Co., Ingersoll.
Lippert Furniture Co., Kitchener.
McGill Chairs Limited, Cornwall.
Meades Upholstering Co., Hanover.
National Table Co., Owen Sound, Ont.
North American Bent Chair Co. Ltd., Owen Sound.
Wunder Furniture Mfg. Co., Kitchener.

MUSIC CABINETS

Beach Furniture Co, Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dominion Furniture Mfg. Co., St. Therese, Que.
Gibbard Furniture Co., Napanee, Ont.
Gold Medal Furniture Mfg. Co., Toronto.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co, Meaford.
Newbigging Cabinet Co., Hamilton.
North American Furniture Co., Owen Sound.
St. Lawrence Furniture Co. Ltd., River du Loup, Que.

PARLOR CHAIRS and ROCKERS

See reed and upholstered furniture.

PARLOR SUITES

See upholstered furniture

PARLOR CABINETS

Canada Furniture Manufacturers Ltd., Woodstock.
Knechtel Furniture Co., Hanover.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.

PIANO BENCHES

Canada Furniture Manufacturers Ltd., Woodstock.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furniture Co., Stratford, Ont.

PARLOR TABLES

Baetz Bros. Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co. Ltd., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Elmira Furniture Co., Elmira.
Gendron Mfg. Co., Toronto.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
D. H. Langlois & Co., St. John's, Que.
Geo. J. Lippert Table Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
Geo. McLagan Furniture Co., Stratford.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Orillia Furniture Co., Orillia.
Peppler Bros., Hanover.
Strathroy Furniture Co., Strathroy.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Toronto Furniture Co., Toronto.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

PEDESTALS

Baetz Bros. & Co., Kitchener.
Beach Furniture Co., Cornwall
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Elmira Furniture Co., Elmira.
Gold Medal Furniture Mfg. Co., Toronto.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
G. J. Lippert Table Co., Kitchener.
Lippert Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
McGill Chairs Limited, Cornwall.
Meades Upholstering Co., Hanover.
Meaford Mfg. Co., Meaford.
Middlesex Furniture Co., Strathroy.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto.
Wunder Furniture Mfg. Co., Kitchener.
Woeller, Bolduc & Co., Waterloo.

Library and Den Furniture

BOOKCASES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office and School Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Markdale Furniture Co., Markdale.
And. Malcolm Furniture Co., Kincardine.
G. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
Strathroy Furniture Co., Strathroy.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Spiesz Furniture Co., Hanover.
Toronto Furniture Co., Toronto.
Windsor Furniture Co., Windsor, N.S
Wunder Furniture Mfg. Co., Kitchener.

BOOK STANDS

(See Magazine Racks).

BOOKCASES (Sectional)

Baetz Bros & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Globe-Wernicke Co,. Stratford.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
George McLagan Furniture Co., Stratford.

CARD AND DEN TABLES

Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Elmira Furniture Co. Ltd., Elmira.
Hespeler Furniture Co., Hespeler.
Hourd & Co., London.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
G. J. Lippert Table Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Snyder Bros., Upholstering Co., Waterloo.
Stratford Mfg. Co., Stratford.
Strathroy Furniture Co., Strathroy.
Walker & Clegg, Wingham.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

CELLARETTES

Canada Furniture Manufacturers, Ltd. Woodstock.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
Toronto Furniture Co., Toronto.

CHAIRS and SETTEES

See upholstered furniture.

COUCHES

See upholstered furniture.

DAVENPORTS

See upholstered furniture.

DESKS, LIBRARY

Anthes Furniture Co., Kitchener.
Baetz Bros. & Co., Kitchener.
Baird Bros., Plattsville.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office and School Furniture Co., Preston.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Co., St. Therese, Que.
Elmira Furniture Co. Ltd., Elmira.
Globe-Wernicke Co., Stratford.
Hibner Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
Knechtel Furniture Co., Hanover.
Lippert Furniture Co., Kitchener.
Meades Upholstering Co., Hanover.
Meaford Mfg. Co., Meaford.
Geo. McLagan Furniture Co., Stratford.
And. Malcolm Furniture Co., Kincardine.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Preston Furniture Co., Preston.
Strathroy Furniture Co., Strathroy.
Wunder Furniture Mfg. Co., Kitchener.

LIBRARY TABLES

Baetz Bros. & Co., Kitchener.
Baird Bros., Plattsville.
Bell Furniture Co., Southampton.
Berlin Office & Fixture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office and School Furniture Co., Preston.
Chesley Chair Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Elmira Furniture Co., Elmira.
The Gold Medal Furniture Co. Ltd., Toronto.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Kilgour & Bros., Ltd., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Krug Bros., & Co., Chesley.
G. J. Lippert Table Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
Meades Upholstering Co., Hanover.
Meaford Mfg. Co., Meaford.
John C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Spiesz Furniture Co., Hanover.
Snyder Bros. Upholstering Co., Waterloo.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

MAGAZINE RACKS AND STANDS

Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office and School Furniture Co., Preston.
F. E. Coombe Furniture Co. Ltd., Kincardine.
Gold Medal Furniture Mfg. Co., Toronto.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
Matthews Bros., Toronto.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Snyder Bros. Upholstering Co., Waterloo.
Strathroy Furniture Co., Strathroy.
Walker & Clegg, Wingham.
Wunder Furniture Mfg. Co., Kitchener.

MORRIS CHAIRS

Canada Furniture Manufacturers, Ltd., Woodstock
Dominion Furniture Mfg. Co., St. Therese, Que.
Ellis Furniture Co., Ingersoll.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
Imperial Rattan Co., Stratford.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Morlock Bros., Hanover.
J. C. Mundell & Co., Elora.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.

SMOKERS' SETS

Canada Furniture Manufacturers Ltd., Stratford.
F. E. Coombe Furniture Co., Kincardine.
Knechtel Furniture Co., Hanover.
And. Malcolm Furniture Co., Kincardine.
Meaford Mfg Co., Meaford.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
National Table Co., Owen Sound.
Parlor Furniture Manufacturers, Pointe-aux-Trembles, Que.

WRITING TABLES AND SECRETARIES

Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
F. E. Coombe Furniture Co., Kincardine.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office & School Furniture Co., Preston
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Elmira Furniture Co., Elmira.
Hibner Furniture Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
G. J. Lippert Table Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
Geo. McLagan Furniture Co., Stratford.
North American Furniture Co., Owen Sound.
Snyder Bros. Upholstering Co., Waterloo.
Spiesz Furniture Co., Hanover.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Toronto Furniture Co., Toronto.
Windsor Furniture Co., Windsor, N.S.
Wunder Furniture Mfg. Co., Kitchener.

Hall Furniture

CONSOLE TABLES AND MIRRORS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Hespeler Furniture Co., Hespeler.
H. Krug Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
North American Furniture Co., Owen Sound.
Wunder Furniture Co., Kitchener.

HALL CHAIRS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
C. P. Gilinas & Frere, Three Rivers, Que.
Elmira Furniture Co., Elmira.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
McGill Chair Co., Cornwall.
Geo. McLagan Furniture Co., Stratford.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Stanfold Chair Mfg. Co., Stanfold, Que.
Stratford Chair Co., Stratford.
Wunder Furniture Co., Kitchener.

HALL CLOCKS

Baetz Bros. & Co., Kitchener.

HALL SEATS AND MIRRORS

Canada Furniture Manufacturers, Ltd., Woodstock.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.

Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
Markdale Furniture Co., Markdale.
National Table Co., Owen Sound, Ont.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Wunder Furniture Mfg. Co., Kitchener.

HALL TREES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Lindsay Library & Office Fittings, Lindsay.
Geo. McLagan Furniture Co., Stratford.
J. C. Mundell & Co., Elora.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

HALL RACKS

Anthes Furniture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co., Strathroy.
D. Hibner Furniture Co., Kitchener.
Kilgour Bros. & Co., Beauharnois, Que.
Lippert Furniture Co., Kitchener.
Meaford Mfg. Co., Meaford.
Geo. McLagan Furniture Co., Stratford.
Peppler Bros., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Wunder Furniture Mfg. Co., Kitchener.

UMBRELLA STANDS

Canada Furniture Manufacturers, Ltd., Woodstock
F. E. Coombe Furniture Co., Kincardine.
Elmira Furniture Co., Elmira
Hespeler Furniture Co., Hespeler.
Interior Hardwood Co., Kitchener.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Snyder Bros. Upholstering Co., Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Wunder Furniture Mfg. Co., Kitchener.

Kitchen and Laundry

BAKE AND IRONING BOARDS

H. E. Furniture Co., Milverton.
Krug Bros. & Co., Chesley.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

CHAIRS

Ball Furniture Co., Limited, The, Hanover.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co. Ltd., Victoriaville, Que.
Chesley Chair Co., Ltd., Chesley.
Danville Chair & Specialty Co., Danville, Que.
Dominion Chair Co., Limited, Bass River, N.S.
Durham Furniture Co., Durham.
Fraserville Chair Company, Fraserville, Que.
C. P. Gilinas & Frere, Three Rivers, Que.
Giddings, Limited, Granby, Que.
Harriston Furniture Mfg. Co., Harriston.
D. Hibner Furniture Co., Kitchener.
Kilgour Bros. & Co., Beauharnois, Que.
Krug Bros. & Co., Chesley.
Knechtel Furniture Co., Hanover.
McGill Chairs Limited, Cornwall.
North American Bent Chair Co., Owen Sound.
Neustadt Mfg. Co., Neustadt.
J. Oliver & Sons, Ltd., Ottawa.
Roxton Mill & Chair Co., Waterloo, Que.
Stanfold Chair Mfg. Co., Stanfold, Que.
George Valliere, Quebec, Que.

CLOTHES DRIERS

Chesley Chair Co., Chesley.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

CLOTHES WRINGERS

J. H. Connor & Sons, Ottawa.

CUPBOARDS

Canada Furniture Manufacturers, Ltd., Woodstock.
Durham Furniture Co., Durham.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
H. E. Furniture Co., Milverton.
Harriston Furniture Mfg. Co., Harriston.
Hepworth Mfg. Co., Hepworth.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ottawa.
St. Lawrence Furniture Co., Riviere du Loup, Que.

CURTAIN STRETCHERS

Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

KITCHEN CABINETS

Canada Furniture Manufacturers, Ltd., Woodstock.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que
Wm. Gray, Sons & Campbell, Chatham, Ont.
Ham & Nott, Brantford.
Hourd & Co., London.
H. E. Furniture Co., Milverton.
Knechtel Furniture Co., Hanover.
Knechtel Kitchen Cabinet Co., Hanover
Krug Bros. & Co., Chesley.
Markdale Furniture Co., Markdale.
J. Oliver & Sons, Ottawa.
Stratford Mfg. Co., Stratford.

PORCELAIN TABLES

H. E. Furniture Co., Milverton.
Stratford Mfg. Co., Stratford.

STEP-LADDER CHAIRS

Chesley Chair Co., Chesley.
Stratford Mfg. Co., Stratford.

STOVES AND RANGES

Beach Foundry Co., Ottawa.
Burrow, Stewart & Milne, Hamilton.
Clare Bros., Preston.
Galt Stove & Furnace Co., Galt.
Enterprise Foundry Co., Sackville N.B.
Findlay Bros., Carleton Place.
Gurney Foundry Co., Toronto
Hall-Zryd Foundry Co., Hespeler.
Hamilton Stove & Heater Co., Hamilton.
McClary Mfg. Co., London.
Moffat Stove Co., Weston.
D. Moore Co., Hamilton.
Jas. Smart Mfg. Co., Brockville.
Jas. Stewart Mfg. Co., Woodstock.

TABLES

Canada Furniture Manufacturers, Ltd., Woodstock.
Cushing Bros., Calgary.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Hepworth Mfg. Co., Hepworth.
Knechtel Furniture Co., Hanover.
D. Hibner Furniture Co., Kitchener.
Kilgour & Bros., Ltd., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
D. H. Langlois & Co., St. John's, Que.
Lucknow Table Co., Lucknow.
G. J. Lippert Table Co., Kitchener.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ottawa.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Stratford Mfg. Co., Stratford.
Windsor Furniture Co., Windsor, N.S.
Weiler Bros., Victoria, B.C.

TUB STANDS

J. H. Connor & Sons, Ottawa.

REFRIGERATORS

Eureka Refrigerator Co., Toronto.
Ham & Nott, Brantford.
John Hillock & Co., Toronto.
Sanderson, Harold, Co., Paris.
James Smart Mfg. Co., Brockville.

WASHING MACHINES

J. H. Connor & Sons, Ottawa.
Cummer-Dowswell, Hamilton.
Geo. C. Kaitting & Son, Galt.
D. Maxwell & Sons, St. Mary's.

CLOTHES WRINGERS

Jas. Steele Ltd., Guelph.

Bathroom Furniture

BATHROOM FITTINGS

Gendron Mfg. Co., Toronto.

MEDICINE CABINETS

Canada Furniture Manufacturers, Ltd., Woodstock.
Dominion Furniture Mfg. Co., St. Therese, Que.
Gendron Mfg. Co., Toronto.
H. E. Furniture Co., Milverton.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Meaford Mfg. Co., Meaford.
Markdale Furniture Co., Markdale.
Matthews Bros., Toronto.
North American Furniture Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Philips Mfg. Co. Ltd., Toronto.
St. Lawrence Furniture Co., Riviere du Loup, Que.
D. L. Shafer Co., St. Thomas.

MIRRORS

See Novelties.

STOOLS

See office furniture.

Verandah, Lawn and Camp

AWNINGS AND WINDOW SHADES

Geo. H. Hees & Sons Co., Toronto.
Fred G. Soper Co., Toronto.

BOAT CHAIRS (Revolving)

H. Krug Furniture Co., Kitchener.

CAMP STOOLS

Ideal Bedding Co., Toronto.
Krug Bros. & Co., Chesley.
Otterville Mfg. Co., Otterville.
Roxton Mill & Chair Co., Waterloo, Quebec.
Stratford Mfg. Co., Stratford.

CAMP BEDS AND COTS

(See Iron and Brass Beds).

Colleran Spring Bed Co., Ltd., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
Krug Bros. & Co., Chesley.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

CHAIRS, ROCKERS AND SETTEES

Baetz Bros. & Co., Kitchener.
J. E. Beauchamp & Co., Montreal
F. Bibby & Co., Dundas.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Chesley Chair Co., Chesley.
Danville Chair Co., Danville, Que.
Fraserville Chair Co., Fraserville, Que.
Gendron Mfg. Co., Toronto.
C. P. Gilinas & Frere, Three Rivers, Que.
Imperial Rattan Co., Stratford.
Krug Bros. & Co., Chesley.
Malcolm Co., Limited, Vancouver.
J. C. Mundell & Co., Elora.
McGill Chairs Ltd., Cornwall.
North American Bent Chair Co. Ltd., Owen Sound.
Otterville Mfg. Co., Otterville.
Roxton Mill & Chair Co., Waterloo, Que.
Snyder Bros. Upholstering Co., Waterloo.
Stanfold Chair Mfg. Co., Stanfold, Quebec.

COUCH HAMMOCKS

Alaska Bedding of Montreal Limited, Montreal.
Galt Robe Co., Galt.
Ideal Bedding Co., Toronto.

FOLDING CHAIRS

J. E. Beauchamp & Co., Montreal.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Canadian Steel Specialty Company, Grimsby.
Chesley Chair Co., Chesley.
Krug Bros. & Co., Chesley.
Otterville Mfg. Co., Otterville.
Roxton Mill & Chair Co., Waterloo, Que.
Stratford Mfg. Co., Stratford.

FOLDING TABLES

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Hourd & Co., London.
Krug Bros. & Co., Chesley.
McGill Chairs Limited, Cornwall.
National Table Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Roxton Mill & Chair Co., Waterloo, Quebec.
Strathroy Furniture Co., Strathroy.
Stratford Mfg. Co., Stratford.

HAMMOCKS

Otterville Mfg. Co., Otterville.
Galt Robe Co., Galt.

LADDERS

Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

LAWN SEATS AND SWINGS

J. E. Beauchamp & Co., Montreal.
Canadian Buffalo Sled Co., Preston.
Canadian Rattan Chair Co., Victoriaville, Que.
Danville Chair & Specialty Co., Danville, Que.
J. C. Mundell & Co., Elora.
Stratford Mfg. Co., Stratford.
James Smart Mfg. Co., Brockville.
W. F. Vilas, Cowansville, Que.
John Watson Mfg. Co., Ayr, Ont.

OLD HICKORY FURNITURE

Imperial Rattan Co., Stratford.

PARK SEATS

Stratford Mfg. Co., Stratford.
James Smart Mfg. Co., Brockville.
John Watson Mfg. Co., Ayr.

REED AND RATTAN FURNITURE

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Gendron Mfg. Co., Toronto.
Imperial Rattan Co., Stratford.
Kilgour & Bro., Beauharnois, Que.
J. E. Smith & Co., Windsor, N.S.

SEAGRASS FURNITURE

W. B. Jennings Co., St. Thomas.
The Malcolm Co., Vancouver, B.C.

WILLOW FURNITURE

F. Bibby & Co., Dundas.
Brantford Willow Works, Brantford.
Imperial Rattan Co., Stratford.
Malcolm Co., Limited, Vancouver.

Office Furniture

BOARDROOM TABLES

Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office & School Furn. Co., Preston.
F. E. Coombe Furn. Co., Kincardine.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
J. C. Mundell & Co., Elora.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
Snyder Desk & Table Co. Ltd., Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

BOOKCASES

Canada Furniture Manufacturers, Ltd., Woodstock.
Globe Furniture Co., Waterloo.
Globe-Wernicke Co., Stratford.
D. Hibner Furniture Co., Kitchener.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furn. Co., Stratford.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
Snyder Desk & Table Co. Ltd., Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

CHAIRS

Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
Canadian Office & School Furniture Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co. Ltd., Victoriaville, Que.
Chesley Chair Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Danville Chair & Specialty Co., Danville, Que.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Quebec.
Globe Furniture Co., Waterloo.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros & Co., Chesley.
Geo. McLagan Furniture Co., Stratford, Ont.
McGill Chairs Limited, Cornwall.
John C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.
Snyder Desk & Table Co. Ltd., Waterloo.
Woeller, Bolduc & Co., Waterloo.

DESKS—FLAT AND ROLL-TOP

Baird Bros., Plattsville.
Beach Furniture Co., Cornwall.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Globe-Wernicke Co. Ltd., Stratford.
Interior Hardwood Co., Kitchener.
Krug Bros. & Co., Chesley.

Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
A. Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Paquet & Godbout, St. Hyacinthe, Que.
Preston Furniture Co., Preston.
Strathroy Furniture Co., Strathroy.
Snyder Desk & Table Co. Ltd., Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Steel Equpiment Co., Ottawa.
Windsor Furniture Co., Windsor, N.S.

DESKS—STANDING

Canada Furniture Manufacturers, Woodstock.
Canadian Office & School Furniture Co., Preston.
Globe-Wernicke Co. Ltd., Stratford.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
A. Malcolm Furn. Co., Kincardine.
Snyder Desk & Table Co. Ltd., Waterloo.

FILING CABINETS AND SUPPLIES

Canada Furniture Manufacturers, Ltd., Woodstock.
Globe-Wernicke Co. Ltd., Stratford.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furniture Co., Stratford.
Steel Equipment Co., Ottawa.
Snyder Desk & Table Co. Ltd., Waterloo.

OFFICE TRUCKS

Canada Furniture Manufacturers, Ltd., Woodstock.
Hespeler Furniture Co., Hespeler.
Interior Hardwood Co., Kitchener.
Snyder Desk & Table Co. Ltd., Waterloo.

SETTEES

Berlin Interior Hardwood Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co, Victoriaville, Que.
Canada Office & School Furniture Co., Preston.
F. E. Coombe Furniture Co. Ltd., Kincardine.
Elmira Furniture Co., Elmira
Globe Furniture Co., Waterloo.
Imperial Rattan Co., Stratford.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Snyder Desk & Table Co. Ltd., Waterloo.
Walker & Clegg, Wingham.

STOOLS

Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
Canadian Office & School Furniture Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co. Ltd., Victoriaville, Que.
Chesley Chair Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Danville Chair Co., Danville, Que.
Elmira Furniture Co., Elmira.
Globe Furniture Co., Waterloo.
Gold Medal Furniture Mfg. Co., Toronto.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
McGill Chairs Limited, Cornwall.
National Table Co., Owen Sound.
Neustadt Mfg. Co. Ltd., Neustadt, Ont.
North American Bent Chair Co., Owen Sound.
Snyder Desk & Table Co. Ltd., Waterloo.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Stratford Mfg. Co. Ltd., Stratford.

TABLES

Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Chesley Furniture Co., Chesley.
Elmira Furniture Co., Elmira.
Globe-Wernicke Co. Ltd., Stratford.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
G. J. Lippert Table Co., Kitchener.
J. C. Mundell & Co., Elora.
A. Malcolm Furniture Co., Kincardine.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
Preston Furniture Co., Preston.
Peppler Bros., Hanover.
Strathroy Furniture Co., Strathroy.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Snyder Desk & Table Co. Ltd., Waterloo.
Windsor Furniture Co., Windsor, N.S.

TYPEWRITER DESKS

Baird Bros., Plattsville.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Globe-Wernicke Co., Stratford.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
A. Malcolm Furniture Co., Kincardine.
Preston Furniture Co., Preston.
Snyder Desk & Table Co. Ltd., Waterloo.

WARDROBES

Canada Furniture Manufacturers, Ltd., Woodstock.
Globe-Wernicke Co., Stratford.
Canada Office & School Furniture Co., Preston.
Interior Hardwood Co., Kitchener.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Meaford Mfg. Co., Meaford.
Preston Furniture Co., Preston.
Peppler Bros., Hanover.
Snyder Desk & Table Co. Ltd., Waterloo.

WASTE BASKETS

See Novelties.
Canada Furniture Manufacturers, Ltd., Woodstock.
Globe-Wernicke Co., Stratford.
Imperial Rattan Co., Stratford.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
J. C. Mundell & Co., Elora.
Preston Furniture Co., Preston.
Snyder Desk & Table Co. Ltd., Waterloo.

Church and School Furniture

ASSEMBLY, HALL AND THEATRE

Art Furniture Co., Kitchener.
Canadian Office & School Furniture Co., Preston.
Canadian Steel Specialty Company, Grimsby.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
Danville Chair & Specialty Co., Danville, Que.
Dominion Chair Co., Bass River, N.S.
Fraserville Chair Co., Fraserville.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Owen Sound Chair Co., Owen Sound.
Royal Chair Co., Quebec.
Stratford Mfg. Co., Stratford.
Stanfold Chair Mfg. Co., Stanfold.
James Smart Mfg. Co., Brockville.
Valley City Seating Co., Dundas.
W. F. Vilas, Cowansville, Que.

BLACKBOARDS

Globe Furniture Co., Waterloo.

CHURCH, SCHOOL AND LODGE

Art Furniture Co. Ltd., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Canadian Steel Specialty Company, Grimsby.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ottawa.
James Smart Mfg. Co., Brockville.
John B. Snider, Waterloo.
Stratford Mfg. Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Valley City Seating Co., Dundas.
W. F. Vilas, Cowansville, Que.
Westport School Furniture Co., Westport.
Walker & Clegg, Wingham.

LODGE SETTEES, PEDESTALS, ALTARS, ETC.

Canadian Office & School Furniture Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
McGill Chair Co., Cornwall.
Walker & Clegg, Wingham.

PRAYER DESKS

D. H. Langlois & Co., St. John's, Que.

TEACHER'S DESKS AND CHAIRS

Globe Furniture Co., Waterloo.

Upholstered Furniture

CHESTERFIELDS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
De Luxe Upholstering Co., Kitchener.
Ellis Furniture Co., Ingersoll.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Jeffries Furniture Co., Welland.
Knechtel Furniture Co., Hanover.
Kindel Bed Co. Ltd., Stratford.
H. Krug Furniture Co., Kitchener.
Life Long Furniture Co., Ingersoll.
Montreal Upholstering Co., Montreal.
Meades Upholstering Co., Hanover.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.

COUCHES

Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Ellis Furniture Co., Ingersoll.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Imperial Rattan Co., Stratford.
Ideal Bedding Co., Toronto.
Jeffries Furniture Co., Welland.
Kindel Bed Co. Ltd., Stratford.
Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Meades Upholstering Co., Hanover.
Montreal Upholstering Co., Montreal.
Morlock Bros., Hanover.
John C. Mundell & Co., Elora.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Steel Furnishing Co., New Glasgow, N.S.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.

COUCH FRAMES

Canada Furniture Manufacturers, Ltd., Woodstock.
Ellis Furniture Co., Ingersoll.
Meades Upholstering Co., Hanover.
Gold Medal Furniture Mfg. Co., Toronto.
H. Krug Furniture Co., Kitchener.
Kindel Bed Co. Ltd., Stratford.
Knechtel Furniture Co., Hanover.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.

DAVENPORTS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Elmira Furniture Co., Elmira.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Jeffries Furniture Co., Welland.
Kilgour Davenport Co., Toronto.
Kindel Bed Co. Ltd., Stratford.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
Montreal Upholstering Co., Montreal.
J. C. Mundell & Co., Elora.
Ontario Spring Bed & Mattress Co., London.
Owen Daveno Bed Co., Hespeler.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.

DAVENPORT BEDS

(See also Iron and Brass Beds).
Canada Furniture Manufacturers, Ltd., Woodstock.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Kilgour Davenport Co., Toronto.
Kindel Bed Co. Ltd., Stratford.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
John C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Waterloo Furniture Co., Waterloo.
Walker & Clegg, Wingham.

DAVENPORT FRAMES

Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Gold Medal Furniture Mfg. Co., Toronto.
H. Krug Furniture Co., Kitchener.
Kindel Bed Co. Ltd., Stratford.
J. C. Mundell & Co., Elora.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.

DEN CHAIRS

Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Farquharson-Gifford Co., Stratford.
Gendron Mfg. Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
Jeffries Furniture Co., Welland.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Meades Upholstering Co., Hanover.
McGill Chairs Limited, Cornwall.
Meaford Mfg. Co., Meaford.
Montreal Upholstering Co., Montreal.
Morlock Bros., Hanover.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
Owen Daveno Bed Co., Hespeler.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

DIVANS

Canada Furniture Manufacturers, Ltd., Woodstock.
Ellis Furniture Co., Ingersoll.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
Owen Daveno Bed Co., Hespeler.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Co., Kitchener.

DIVANETTES

Canada Furniture Manufacturers, Ltd., Woodstock.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Kindel Bed Co. Ltd., Stratford.
Kilgour Davenport Co., Toronto.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
J. C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.

LIVING ROOM CHAIRS AND ROCKERS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co. Ltd., Kincardine.
Elmira Furniture Co., Elmira.
Farquharson-Gifford Co., Stratford.
The Gold Medal Furniture Co. Ltd., Toronto.
Hibner Furniture Co., Kitchener.
Imperial Rattan Co., Stratford.
Kindel Bed Co. Ltd., Stratford.
Geo. McLagan Furniture Co., Stratford, Ont.
Life Long Furniture Co., Ingersoll.
Meades Upholstering Co., Hanover.
McGill Chairs Limited, Cornwall.
North American Bent Chair Co. Ltd., Owen Sound.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.
Wunder Furniture Mfg. Co. Ltd., Kitchener.

LIVING ROOM FURNITURE AND SUITES

Bell Furniture Co., Southampton.
Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.

Farquharson-Gifford Co., Stratford.
Gendron Mfg. Co., Toronto.
The Gold Medal Furniture Co. Ltd., Toronto.
Hibner Furniture Co., Kitchener.
G. H. Hachborn & Co., Kitchener.
Imperial Rattan Co., Stratford.
Jeffries Furniture Co., Welland.
Kindel Bed Co. Ltd., Stratford.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Meades Upholstering Co., Hanover.
Morlock Bros., Hanover.
McGill Chairs Limited, Cornwall.
Montreal Upholstering Co., Montreal.
John C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.
Schierholtz Furniture Co., New Hamburg.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg.. Co. Kitchener.

LOUNGES

Alaska Bedding of Montreal Limited, Montreal.
Canada Furniture Manufacturers, Ltd., Woodstock.
Ellis Furniture Co., Ingersoll.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
H. Krug Furniture Co., Kitchener.
Meades Upholstering Co., Hanover.
Montreal Upholstering Co., Montreal.
Knechtel Furniture Co., Hanover.
J. C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Parlor Manufacturers Ltd., Pointe-Ltd., Pointe-aux-Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.

MORRIS CHAIRS

See Library and Den Furniture.

PARLOR FRAMES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Elora Furniture Co., Elora.
Gold Medal Furniture Mfg. Co., Toronto.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Meades Upholstering Co., Hanover.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

PARLOR, RECEPTION AND DRAWING ROOM CHAIRS AND ROCKERS.

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Danville Chair & Specialty Co., Danville, Que.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Quebec.
Gendron Mfg. Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Imperial Rattan Co., Stratford.
Jeffries Furniture Co., Welland.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
The Malcolm Co., Vancouver, B.C.
Montreal Upholstering Co., Montreal.
Morlock Bros., Hanover.
John C. Mundell & Co., Elora.
McGill Chair Co., Cornwall.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.
Schierholtz Furniture Co., New Hamburg.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co. Ltd., Kitchener.

PARLOR SUITES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Danville Chair & Specialty Co., Danville, Que.
Ellis Furniture Co., Ingersoll.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Jeffries Furniture Co., Welland.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
McGill Chair Co., Cornwall.
Meades Upholstering Co., Hanover.
Morlock Bros., Hanover.
J. C. Mundell & Co., Elora.
Parlor Furniture Manufacturers Pointe aux Trembles, Que.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Woeller, Bolduc & Co., Waterloo.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

RECLINING CHAIRS

Canada Furniture Manufacturers Ltd. Woodstock.
Gold Medal Furniture Co., Toronto.
Knechtel Furniture Co., Hanover.
Lippert Furniture Co., Kitchener.
Morlock Bros., Hanover.
Parlor Furniture Manufacturers, Ltd, Pointe aux Trembles, Que.

Reed and Rattan Furniture

LIVING ROOM SUITES — CHAIRS, ROCKERS, SETTEES, COUCHES, FOOTSTOOLS, TABLES, DESKS, BOOK STANDS, FLOWER STANDS, TEA TABLES, TEA TRAYS, WORK BASKETS, CURATES, WASTE BASKETS, CRADLES

F. Bibby & Co., Dundas.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Gendron Mfg. Co., Toronto.
Giddings, Ltd., Granby, Que.
Imperial Rattan Co., Stratford.
W. B. Jennings Co., St. Thomas.
Kilgour Bros., Beauharnois, Que.
Malcolm Co., Limited, Vancouver.
J. E. Smith & Co., Windsor, N.S.

WILLOW AND GRASS FURNITURE

Brantford Willow Works, Brantford.
Eglinton Willow Works, Toronto.
W. B. Jennings, St. Thomas.

Novelties and Sundry Lines

ARTS & CRAFTS FURNITURE

F. E. Coombe Furniture Co., Kincardine.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford.
John C. Mundell & Co., Elora.
Snyder Bros. Upholstering Co., Waterloo.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto.

ASBESTOS TABLE COVERS

Canadian H. W. Johns-Manville Co., Toronto.

BABY CARRIAGES, GO-CARTS AND SULKIES

Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
Giddings & Co., Granby, Que.
J. W. Kilgour & Bro., Beauharnois, Que.
Lloyd Mfg. Co., Kitchener.
Sidway Mercantile Co., Toronto.
J. E. Smith & Co., Windsor, N.S.

BABY GATES

Rock Island Mfg. Co., Rock Island, Que.
Stratford Manufacturing Co. Ltd., Stratford.

BENT WOOD FURNITURE

Canada Furniture Manufacturers, Ltd., Woodstock.
John C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.

BREAKFAST TABLES

Anthes Furniture Co., Kitchener.
Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers Ltd., Woodstock.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford, Ont.

BI-TABLES (Combination table and desk)

Baetz Bros. & Co., Kitchener.

Canada Furniture Manufacturers, Ltd., Woodstock.
National Table Co., Owen Sound.

BUNGALOW CHAIRS AND SUITES

Canada Furniture Manufacturers, Ltd., Woodstock.
J. C. Mundell & Co., Elora.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.

CAMP FURNITURE

Imperial Rattan Co., Stratford.
Ideal Bedding Co., Toronto.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

CANDLESTICKS

H. Krug Furniture Co., Kitchener.

CANDLESTICKS—(Brass)

Stratford Brass Co., Stratford.

CARPETS AND RUGS

Brinton Carpet Co., Peterboro.
Canadian Carpet Co., Milton.
Canadian Carpet & Comforter Mfg. Co., Toronto.
Cobourg Carpet and Matting Co., Cobourg.
Dominion Axminster Co., Toronto.
Guelph Carpet Mills Co., Guelph.
Toronto Carpet Mfg. Co., Toronto.
Thomas Bros., Toronto.

CARS AND CYCLES (For children)

J. E. Beauchamp & Co., Montreal.
Canadian K. K. Co. Ltd., Elora, Ont.

CEDAR BOXES

H. E. Furniture Co. Ltd., Milverton, Ont.
Keenan Bros., Owen Sound.
J. C. Mundell & Co., Elora.
Port Dover Planing Mills, Port Dover, Ont.
D. L. Shafer & Co., St. Thomas.
Tickell, Sons & Co., Belleville.

CHAIRS AND ROCKERS

Baetz Bros. & Co., Kitchener.
Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co. Ltd., Victoriaville, Que
Chesley Chair Co., Chesley.
F. E. Coombe. Furn. Co., Kincardine.
Danville Chair & Specialty Co., Danville, Que.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Quebec.
C. P. Gilinas & Frere, Three Rivers, Que.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Hespeler Furniture Co., Hespeler.
Imperial Rattan Co., Stratford.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Morlock Bros., Hanover.
Geo. McLagan Furniture Co., Stratford, Ont.
McGill Chairs Limited, Cornwall.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Roxton Mill & Chair Co., Waterloo. Que.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.
George Valliere, Quebec, Que.
Walker & Clegg, Wingham.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Co., Kitchener.

CHAIRS—Children's

Ball Furniture Co., Hanover.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
Canadian Rattan Chair Company Ltd., Victoriaville, Que.
Danville Chair Specialty Co., Danville, Que.
Durham Furniture Co., Durham.
Fraserville Chair Co., Riviere du Loup, Quebec.
C. P. Gilinas & Frere, Three Rivers, Quebec.
Gendron Mfg. Co., Toronto.
Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
McGill Chairs Limited, Cornwall.
Neustadt Mfg. Co., Neustadt.
North American Bent Chair Co., Owen Sound.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.
Stratford Mfg. Co. Stratford.

CHILDREN'S HIGH CHAIRS

Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co. Ltd., Victoriaville, Que.
Chesley Chair Co., Chesley.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
McGill Chairs Limited, Cornwall.
Neustadt Mfg. Co, Neustadt.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Roxton Mill & Chair Co., Waterloo, Que.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.

CLOCK CASES

Art Furniture Co. Ltd., Kitchener.

COMMODE CHAIRS (for adults and children)

Canadian Rattan Chair Co., Victoriaville, Que.
Chesley Chair Co., Chesley.
Canada Furniture Mfrs. Ltd., Woodstock.
Knechtel Furniture Co., Hanover.
McGill Chairs Limited, Cornwall.
North American Bent Chair Co., Owen Sound, Ont.
D. Hibner Furniture Co., Kitchener.
Neustadt Mfg. Co. Ltd., Neustadt.

CROKINOLE BOARDS

Canadian Buffalo Sled Co., Preston.

CUSHIONS AND FORMS (Plain and Fancy).

Canadian Feather & Mattress Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.
Elmira Furniture Co., Elmira.
Ideal Bedding Co., Toronto.
J. C. Mundell & Co., Elora.
Toronto Feather & Down Co., Toronto.
Whitworth & Restall, Toronto.

DESK TRAYS

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Globe-Wernicke Co., Stratford.

DOLLS' BEDS

Beauchamp & Co., Montreal.
Ideal Bedding Co., Toronto.

DRAPERIES AND UPHOLSTERY GOODS

A. B. Caya, Kitchener.
Daly & Morin, Montreal, Que.
The Ellis Furniture Co., Ingersoll.

DRAPERY HARDWARE

Daly & Morin, Montreal.

FALL LEAF TABLES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers Ltd., Woodstock.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford, Ont.

FERN STANDS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford, Ont.

FLOWER STANDS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
H. Krug Furniture Co., Kitchener.
McGill Chairs Limited, Cornwall.
Geo. McLagan Furniture Co., Stratford, Ont.

FOLDING TABLES

(See also Card and Den Tables).
Baetz Bros., Furniture Co., Kitchener.
Canada Furniture Manufacturers Ltd., Woodstock.
Hourd & Co., London.
Geo. McLagan Furniture Co., Stratford, Ont.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

FOOTSTOOLS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Elmira Furniture Co., Elmira.
Gold Medal Furniture Mfg. Co., Toronto.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
McGill Chairs Limited, Cornwall.
North American Bent Chair Co., Owen Sound.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.

FURNITURE POLISH

Domestic Specialty Co., Hamilton.
Ronuk, Ltd., Toronto.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Cross Products, Toronto.
Northern Varnish Co. Ltd., Owen Sound.

GO-CARTS AND CHILDREN'S SULKIES

Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
W. B. Jennings Co., St. Thomas.
Sidway Mercantile Co., Toronto.
Lloyd Manufacturing Co. Ltd., Kitchener.

HOSPITAL COUCHES

Imperial Rattan Co. Ltd., Stratford.

HOTEL AND RESTAURANT TABLES

Canada Furniture Manufacturers Ltd., Woodstock.
H. Krug Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Lucknow Table Co., Lucknow.

ICE CREAM TABLES AND CHAIRS

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Steel Specialty Company, Grimsby.
Elmira Furniture Co., Elmira.
H. Krug Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Lyons & Marks, Toronto.
Meaford Mfg. Co., Meaford.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ottawa.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

INVALID CHAIRS

Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
Gendron Wheel Co., Toledo, Ohio.
Otterville Mfg. Co., Otterville.

INVALID TABLES

Canada Furniture Manufacturers Ltd., Woodstock.
National Table Co., Owen Sound.
J. Watson Mfg. Co., Ayr.

INVALID TRAYS

Canada Furniture Manufacturers, Ltd., Woodstock.
McGill Chairs Limited, Cornwall.
Malcolm & Souter Furniture Co., Hamilton.
Otterville Mfg. Co., Otterville.

JARDINIERE STANDS

Baetz Bros. Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
Chesley Furniture Co. Ltd., Chesley.
Dominion Furniture Mfg. Co., St. Therese, Que.
Elmira Furniture Co., Elmira.
H. E. Furniture Co., Milverton.
Knechtel Furniture Co., Hanover.
G. J. Lippert Table Co., Kitchener.
Andrew Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Geo. McLagan Furniture Co., Stratford.
McGill Chairs Limited, Cornwall.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Peppler Bros., Hanover.
Snyder Bros. Upholstering Co., Waterloo.
Strathroy Furniture Co., Strathroy.
Windsor Furniture Co., Windsor, N.S.
Woeller Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

KINDERGARTEN SETS

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Chesley Chair Co., Chesley.
Danville Chair & Specialty Co., Danville, Que.
Globe Furniture Co., Waterloo.
Durham Furniture Co., Durham.
Gendron Mfg. Co., Toronto.
J. Oliver & Sons, Ottawa,
Roxton Mill & Chair Co., Waterloo, Quebec.
Stratford Mfg. Co., Stratford.

LADIES' DESKS

Baetz Bros. & Co., Kitchener.
Baird Bros., Plattsville.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Jacques Furniture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Geo. McLagan Mfg. Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
Strathroy Furniture Co., Strathroy.
Windsor Furniture Co., Windsor, N.S.

LAMPS (Reed and willow)

Canada Furniture Manufacturers Ltd., Woodstock.
Imperial Rattan Co., Stratford.

LAMPS, Portables and Chandeliers

Baetz Bros. & Co., Kitchener.
Beauchamp & Co., Montreal.
Canada Furniture Manufacturers Ltd., Woodstock.
Hespeler Furniture Co., Hespeler.
Imperial Rattan Co., Stratford.
Lamb Bros. & Greene, Napanee, Ind.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.

LAMP SHADES—(Silk)

Baetz Bros. Furniture Co., Kitchener.

MANTELS—Wood, Tile, Electric

Walker Bin & Store Fixture Co. Ltd., Kitchener.

MIRRORS

Canada Furniture Manufacturers, Ltd., Woodstock.
G. L. Irish & Co.. Toronto.
Matthews Bros., Toronto.
Meaford Mfg. Co. Ltd., Meaford, Ont
Phillips Mfg. Co. Ltd., Toronto.

MOPS (Polish and dry)

Clements Mfg. Co., Toronto.

MOULDINGS & PICTURE FRAMES

G. L. Irish, Toronto.
Matthews Bros. Ltd., Toronto.
Phillips Mfg. Co., Toronto.
Reliance Moulding Co., Kingston.

NOVELTY CURTAINS

Daly & Morin, Montreal.

ORIENTAL MATS AND RUGS

Malcolm Co., Limited, Vancouver.

ORNAMENTAL TABLE LAMPS

J. Walter & Sons, Kitchener.

ORNAMENTAL CANDLE STICKS

J. Walter & Sons, Kitchener.

PATRIOTIC CHAIRS

Canada Furniture Manufacturers, Ltd., Woodstock.

PICTURES & FRAMING SUPPLIES

G. L. Irish & Co., Toronto.
Matthews Bros., Toronto.
Phillips Mfg. Co. Ltd., Toronto.

PIANO LAMPS (Reed and willow)

Canada Furniture Manufacturers Ltd., Woodstock.
J. E. Beauchamp & Co., Montreal.
Imperial Rattan Co., Stratford.
Lamb Bros. & Green, Napanee, Ind.

PILLOW SHAM HOLDERS

Tarbox Bros., Toronto.

PHONOGRAPHS

Berliner Gramophone Co. Ltd., Montreal.
Brantford Piano Case Co. Ltd., Brantford.
Canadian Symphonola Co. Ltd., Brock Ave., Toronto.
Canadian Phonograph & Sapphire Disc Co. Ltd., 407 Builders' Exchange Bldg., Winnipeg, Man.
Columbia Graphophone Co., Toronto.
Farquharson, Gifford Co. Ltd., Stratford.
Gerhard Heintzman Piano Co., Sherbourne St., Toronto.
Henderson & Richardson, Board of Trade Bldg., Montreal, Que.
Lippert Furniture Co., Kitchener.
I. Montagnes & Co., Ryrie Bldg., Toronto.
Musical Merchandise Sales Co., Excelsior Life Bldg., Toronto.
Musical Instruments Ltd., 247 Yonge St., Toronto.
The Nordheimer Piano & Music Co. Ltd., Toronto.
Phonola Co. of Canada Ltd., Kitchener.
Pathe Freres Phonograph Co., of Canada Ltd., 4-6-8 Clifford St., Toronto.
Playola Phonograph Co. Ltd., 468 King St., Toronto.
Regal Phonograph Co., 145 Church St., Toronto.
Star Company of Canada Ltd., London.
Torcan Sales Co., Bay St., Toronto.
Walker Bin & Store Fixture Co. Ltd., Kitchener.

Motors, Tone Arms, Sound Boxes, Needles and Phonograph Parts

Stratford Brass Co., Stratford.
Otto Heineman Phonograph Supply Co. Ltd., Lumsden Bldg., Toronto.
Leonard Markels, New York.
Thomas Mfg. Co., Kent Bldg., Toronto.

Phonograph Records

Columbia Phonograph Co., Toronto.
Berliner Gramophone Co. Limited, Montreal.
Edison Phonograph Co. Toronto.
Pathe Freres Phonograph Co., of Canada Ltd., Toronto.
Phonola Co. of Canada Ltd., Kitchener.

Geo. McLagan Furniture Co., Stratford, Ont.
Star Company of Canada Ltd., London.

Phonograph Cabinets

Newbigging Cabinet Co., Hamilton.
Geo. McLagan Furniture Co., Stratford, Ont.

SCREENS

Geo. H. Hachborn & Co., Kitchener.
Stratford Mfg. Co. Ltd., Stratford.

SEWING TABLES

Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co. Ltd.,
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
Malcolm & Souter Furniture Co., Hamilton.
North American Bent Chair Co., Owen Sound.
National Table Co., Owen Sound.
Stratford Mfg. Co., Stratford.

SHIRT WAIST BOXES

H E. Furniture Co. Ltd., Milverton, Ont
Imperial Rattan Co., Stratford.
D. L. Shafer & Co., St. Thomas.
North American Bent Chair Co. Ltd., Owen Sound.

SLIPPER CASES

McGill Chairs Limited, Cornwall.

SLIP-ON CHAIR COVERS

Canada Furniture Manufacturers, Ltd., Woodstock.
Life Long Furniture Co., Ingersoll.

SHOE SHINERS

McGill Chairs Limited, Cornwall.

SMOKING CABINETS

Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furn. Co., Kincardine.
H. Krug Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Ltd., Stratford.
Meaford Mfg. Co., Meaford.
John C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.

SMOKING SETS—(Brass)

Stratford Brass Co., Stratford.

STATUARY

G. L. Irish & Co., Toronto (all kinds).
Lippert Furniture Co., Kitchener. (Wood).

TABLES—DAVENPORT END

Baetz Bros. & Co., Kitchener.
H. Krug Furniture Co., Kitchener.

TABOURETTES

Baetz Bros., Kitchener.
Elmira Furniture Co,. Elmira.
Knechtel Furniture Co., Hanover.
G. J. Lippert Table Co., Kitchener.
Lippert Furniture Co., Kitchener.
Andrew Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Strathroy Furniture Co., Strathroy.
Woeller Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

TEA STANDS

Canada Furniture Manufacturers, Ltd., Woodstock.
McGill Chairs Limited, Cornwall.

TEA TRAYS

See also Reed and Rattan Furniture.
Canada Furniture Manufacturers, Ltd., Woodstock.
G. L. Irish, Toronto.
Jacques Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
Matthews Bros., Toronto.
McGill Chairs Limited, Cornwall.
Geo. McLagan Furniture Co., Stratford, Ont.
Phillips Mfg. Co. Ltd., Toronto.
Toronto Furniture Co., Toronto.

TEA TABLES

(See Card and Den Tables).
Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
H. Krug Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
G. McLagan Furniture Co., Stratford.
Phillips Mfg. Co., Toronto.
McGill Chairs Limited, Cornwall.
Woeller, Bolduc & Co., Waterloo.

TEA WAGONS

Baetz Bros., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
McGill Chairs Limited, Cornwall.

TELEPHONE STANDS

Baetz Bros., Kitchener.
F. E. Coombe Furniture Co., Kincardine.
Canada Furniture Mfrs. Ltd., Woodstock.
Elmira Furniture Co., Elmira.
D. Hibner Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford, Ont.
A. Malcolm Furniture Co., Kincardine.
J. C. Mundell & Co., Elora.
McGill Chairs Limited, Cornwall.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Wunder Furniture Co., Kitchener.

TRAYS

Canada Furniture Manufacturers, Ltd., Woodstock.
G. L. Irish, Toronto.
Matthews Bros., Toronto.
Malcolm & Souter Furniture Co., Hamilton.
McGill Chairs Limited, Cornwall.
Phillips Mfg. Co. Ltd., Toronto.

TOYS

Victoriaville Toy Co., Victoriaville, Que.

TOY SETS

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Chesley Chair Co., Chesley.
Kilgour & Bro., Beauharnois, Que.
McGill Chairs Limited, Cornwall.
North American Bent Chair Co. Ltd., Owen Sound.
J. Oliver & Sons, Ottawa.
Victoriaville Furniture Co., Victoriaville, Que.

UMBRELLA STANDS

(See Hall Furniture.)

VACUUM SWEEPERS & CLEANERS

J. H. Connor & Sons, Ottawa.
Clements Mfg. Co., Toronto.
Onward Mfg. Co., Kitchener.

WAGONS AND SLEDS (Children's)

J. E. Beauchamp & Co., Montreal.
Canadian Buffalo Sled Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
Sidway Mercantile Co., Toronto.

WASTE PAPER BASKETS

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furn. Co., Preston.
Imperial Rattan Co., Stratford.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
McGill Chairs Limited, Cornwall.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Snyder Bros. Upholstering Co., Waterloo.

WINDOW SHADES

Daly & Morin, Montreal.
Geo. H. Hees, Son & Co., Toronto.
Paquet & Godbout, St. Hyacinthe, Que.
Stewart Hartshone Co., Toronto.

WORK BASKETS

H. E. Furniture Co. Ltd., Milverton.
Canada Furniture Manufacturers, Ltd., Woodstock.

Factory Supplies

ALUMINUM GOODS

Spielman Agencies, Montreal. (Sheets, screws, nails, wire, etc.)

ALUMINUM CAULS

British Aluminum Co., Toronto.
Spielman Agencies, Montreal.

ALUMINUM TOPS FOR KITCHEN CABINETS

British Aluminum Co., Toronto.

ART WOOD STAINS

Adams & Elting Co., Chicago.
Marietta Paint & Color Co., Marietta. Ohio.

CHAIR SEATS

J. E. Beauchamp & Co. (fibre.)

BED FASTENERS

J. E. Beauchamp & Co., Montreal.
Jas. Smart Mfg. Co., Brockville.

BRASS TRIMMINGS

Hahn Brass Co., New Hamburg.
National Lock Co.,
Stratford Brass Co., Stratford.

CASTERS

A. B. Caya, Kitchener.
John Duer & Sons, Baltimore, Md.
Foster Merriman Co., Meriden, Conn.
James Smart Mfg. Co., Brockville.
Universal Caster & Foundry Co., New York.

HOUSE FURNISHING FABRICS
Gold Medal Furniture Mfg. Co., Toronto.
Richard Haworth Co., Limited, Manchester, Eng.
Stonards, Ltd., Paternoster Bldgs., London, E.C., England.
Thomas Brothers, Toronto.

CLAMPS
Batavia Clamp Co., Batavia, N.Y.
James Smart Mfg. Co., Brockville.

CLOTHES WRINGER SPRINGS
Jas. Steele Ltd., Guelph.

CURLED HAIR
Cudahy Curled Hair Co., Toronto.
Delaney & Pettit, Toronto.
Griffin Curled Hair Co., Toronto.

DOWELS AND DOWEL PINS
Otterville Mfg. Co., Otterville.

DRY KILNS
Grand Rapids Dry Kiln Co., Grand Rapids, Mich.
Morton Dry Kiln Co., Chicago.

EXCELSIOR—(For packing)
Delaney & Pettin, Toronto.
J. B. Larose, Jr., Hull, Que.

FURNITURE HARDWARE
Hahn Brass Co., New Hamburg.
National Hardware Co., Orillia.
James Smart Mfg. Co., Brockville.
Stratford Brass Co., Stratford.

FURNITURE SHOES
Onward Mfg. Co., Kitchener.
Stratford Brass Co., Stratford.

GLASS AND MIRRORS
Berlin Plate Glass & Mirror Co., Kitchener.
Consolidated Plate Glass Co., Toronto.
Excelsior Plate Glass Co., Toronto.
Hobbs Mfg. Co., London.
Matthews Bros., Toronto.
Phillips Mfg. Co., Toronto.
Toronto Plate Glass Co., Toronto.

HAIR SUBSTITUTES
F. W. & S. Mason, St. Andrews, N.B.

FURNITURE CARVINGS
J. Walter & Sons, Kitchener.

DRAW KNOBS
Stratford Brass Co., Stratford.

GLUE
Berlin Glue Co., Kitchener.
Canada Glue Co., Brantford.
Delaney & Pettit, Toronto.
Perkins Glue Co., Hamilton.
Snap Co., Montreal.

HAT WIRES FOR OPERA CHAIRS
Jas. Steele Ltd., Guelph.

HELICAL SPRINGS FOR WOVEN WIRE BED SPRINGS
Jas. Steele Ltd., Guelph.

HALL RACK HOOKS
Stratford Brass Co., Stratford.

JAPANS AND DRIERS
Northern Varnish Co. Ltd., Owen Sound.

KITCHEN CABINET ACCESSORIES
American Can Co., Hamilton.
American Nikeloid Co., Peru, Ind.
Northern Aluminum Co., Toronto.
Sheet Metal Products Co., Toronto.
Stratford Brass Co., Stratford.
E. T. Wright Co., Hamilton.

LADDERS
Stratford Mfg. Co., Stratford.

LEATHER and LEATHER SUBSTITUTES.
British Leather Cloth Mfg. Co., Manchester, Eng.
Boullee Fraser Leather Co., New York City.
Clarke & Clarke Ltd., Toronto.
Du Pont Fabrikoid Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Lackawanna Leather Co., Hackettstown, N.J.
Marlatt & Armstrong, Oakville.
Peerless Leather Co., Kitchener.
"Rexine" Toronto.
Textileather Co., New York, N.Y.

OFFICE STOOL SCREWS
Jas. Smart Mfg. Co., Brockville.

PAINTS AND ENAMELS
Spielman Agencies, Montreal.

PAINT MILLS
Jas. Smart Mfg. Co., Brockville.

PLATING
P. L. Robertson Mfg. Co., Milton.
Stratford Brass Co., Stratford.

PLATE GLASS FOR DESK, TABLE, DRESSER, SIDEBOARD TOPS
(See also glass and mirrors.)
Matthews Bros., Toronto.
Phillips Mfg. Co., Toronto.

REVOLVING AND TILTING CHAIR FIXTURES
Jas. Smart Mfg. Co., Brockville.

RIVETS (Iron, Copper, Brass, Aluminum) AND SCREWS (Wood)
P. L. Robertson Mfg. Co., Milton.
Spielman Agencies, Montreal. (Aluminum.)
British Aluminum Co. Ltd., Toronto.

SCHOOL DESK CASTINGS
Jas. Smart Mfg. Co., Brockville.

SANDPAPER
Delaney & Pettit, Toronto.

SPRINGS
Alaska Bedding of Montreal Limited, Montreal.
Colleran Spring Bed Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
National Spring Co., Windsor.
James Steele & Co., Guelph.
James Smart Mfg. Co., Brockville. Winnipeg, Vancouver.
Waterloo Spring Co., Waterloo.

TABLE SLIDES
B. Walter & Co., Wabash, Ind.
Stratford Brass Co., Stratford.

TABLE LOCKS (for extension tables)
Stratford Brass Co., Stratford.

TRAY HANDLES
Stratford Brass Co., Stratford.
Phillips Mfg. Co. Ltd., Toronto.

TRUCKS
James Smart Mfg. Co., Brockville.
J. Watson Mfg. Co., Ayr.

UPHOLSTERERS' SUPPLIES
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hees & Son, Toronto.
Snyder Bros. Upholstering Co., Waterloo.

UPHOLSTERERS' SPRINGS
Gold Medal Furniture Mfg. Co., Toronto.
National Spring & Wire Co., Windsor.
Jas. Steele & Co., Guelph.
Waterloo Spring Co., Waterloo.

VARNISHES
Adams & Elting, Chicago.
Ault & Wiborg, Toronto.
Dougall Varnish Co., Montreal.
Glidden Varnish Co., Toronto.
International Varnish Co., Toronto.
R. C. Jamieson & Co., Montreal.
Northern Varnish Co. Ltd., Owen Sound.
Sherwin-Williams Co., Montreal.
Standard Paint & Varnish Co., Windsor.

VARNISH STAINS
Northern Varnish Co. Ltd., Owen Sound.

VENEERS
Adams & Raymond Veneer Co., Indianapolis, Ind.
J. E. Beauchamp & Co., Montreal. (Chair seats.)

VENEER PRESSES
Wm. R. Perrin, Toronto.

WASHERS
P. L. Robertson Mfg. Co., Milton.
James Smart Mfg. Co., Brockville.
Stratford Brass Co., Stratford.

WASHING MACHINE SPRINGS
Jas Steele Ltd., Guelph.

WIRE NAILS
P. L. Robertson Mfg. Co., Milton.

WIRE (Bright or annealed)
P. L. Robertson Mfg. Co., Milton.

WOODWORKERS' VISES
Jas. Smart Mfg. Co., Brockville.

Store Equipment

BANK, OFFICE & STORE FITTINGS
Cameron & Campbell, Toronto.
Canadian Office & School Furniture Co., Preston.
Dominion Office & Store Fitting Co., London.
Interior Hardwood Co., Kitchener.
Walker Bin & Store Fixture Co., Kitchener.

CARPET AND RUG RACKS
Steel Furnishing Co., New Glasgow, N.S.

COUNTER STOOLS
Canada Furniture Manufacturers, Ltd., Woodstock.
Neustadt Mfg. Co. Ltd., Neustadt.
North American Bent Chair Co., Owen Sound.

POLISHING RAGS
E. Pullan & Co., Toronto.

RUG DISPLAY RACKS
John H. Best, Galva, Ill.
Steel Furnishing Co., New Glasgow,

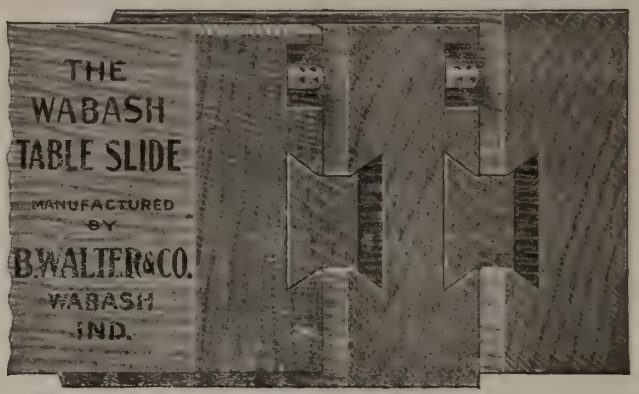
SHOW CASES & SILENT SALESMEN
Interior Hardwood Co., Kitchener.
Canadian Office & School Furniture Co., Preston.
Kent-McClain Co., Ltd., Toronto.
Walker Bin & Store Fixture Co., Kitchener.

TABLE DISPLAY RACKS
Strathroy Furniture Co., Strathroy.

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.

Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
Mr. Frank A. Smith, Kitchener, Ont.



Write for full particulars of our special offer to buyers in gross lots.

THEY DON'T STAY LONG

"Peerless" Folding Tables don't stay long in the store and they take up very little room while they do stay. As space is valuable, they are a most profitable line to carry. The constant demand for a strong, convenient folding table keeps the

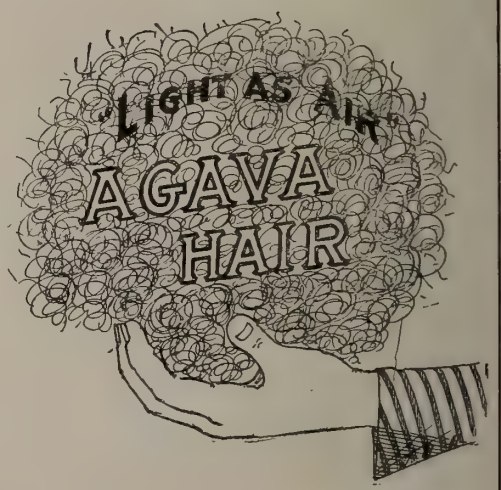
PEERLESS FOLDING TABLE

always on the move. Every householder is a prospective purchaser. Every club room, concert hall, church and school has a place for one or more of these handy folding tables.

The Peerless hasn't disappointed a purchaser yet. Every table you sell brings a satisfied customer to your store, and a generous profit into the cash drawer

Hourd & Co., Limited *Sole Licensees and Manufacturers* **DEPT. W LONDON**

AGAVA HAIR



Ensures Comfort, Service and Satisfaction in Mattress Making

LIGHT, AIRY, RESILIENT, ODORLESS, DUST-PROOF, and VERMIN-PROOF is the nature of the filling required for good mattress making.

These qualities, summed up, can be expressed in two words, namely: AGAVA HAIR.

With the use of Agava Hair a superior mattress that demonstrates real economy can be produced at a price within reach of all.

The Mattress Filling that "Comes Back"

The Canadian Feather & Mattress Co.
Limited
Toronto Ottawa

THE

Andrew Malcolm Furniture Co.

LIMITED

KINCARDINE and LISTOWEL

Makers of . . . .
The Finest General
Line of High-Grade
FURNITURE
on the market . . .

Announce that they will show a comprehensive display of

FURNITURE

On January 13th to 24th, 1919

on third floor Craig Building

215 Victoria Street, Toronto

You are cordially invited to attend

WE wish to thank our friends in the trade, not only for their liberal patronage during the year which has just closed, but also for their many valuable suggestions, which we have oftentimes followed. We feel that much of the success we have attained during the past year has been due to the advice as to design and business policy, which we have received from our customers. We wish you, one and all, A Happy and Prosperous New Year.

All Under One Roof
January, 1919

An opportunity to see the greatest aggregation of MADE-IN-CANADA Furniture to be found between Halifax and Victoria.

DO NOT FAIL TO VISIT OUR GREAT

MID-WINTER FURNITURE EXHIBITION

to be held at our

Toronto Showrooms
136-140 King Street East

It will pay you to call and see our new lines before placing your Spring orders.



BUY CANADIAN GOODS

Keep your money at **home.** Canada needs all the business she can get during the re-construction period, to keep her returned men busy.

Come ana see what we have to offer.

THE ONLY EXCLUSIVELY PERMANENT WHOLESALE FURNITURE SHOW ROOMS IN CANADA

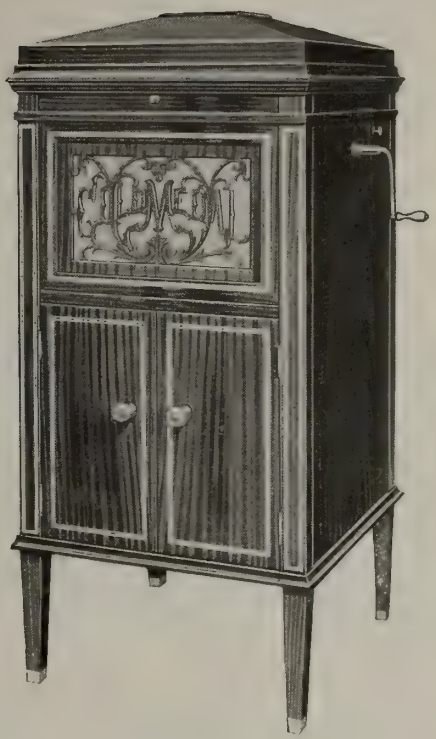
CANADA FURNITURE MANUFACTURERS LIMITED

WOODSTOCK, ONT.

GOLD MEDAL LINE



No. 791



Gold Medal "A"

We wish all our friends and customers a Bright and Prosperous New Year

January Exhibit

DURING JANUARY WE WILL SHOW AT OUR TORONTO FACTORY A FULL LINE OF

UPHOLSTERED GOODS
DAVENPORTS AND DIVANETTES
HERCULES SPRING BEDS AND STEEL COUCHES
GOLD MEDAL FELT MATTRESSES
GOLD MEDAL PHONOGRAPHS

Factory and Show Room: TORONTO

Corner Van Horne Street and Bartlett Avenue

Phone Junction 840 or 842. We will call for you.

The Gold Medal Furniture Manufacturing Co. Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE

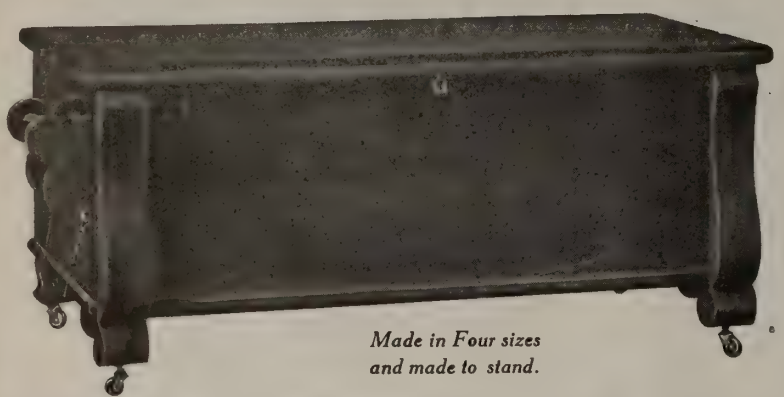
VICTORY! "Your boys and ours have won"

When you realize that your *Framed Pictures* are sold out before the season is over you will resolve to stock heavier next season and also make up your mind to continue using Matthews' *"Take me home look"* Nobby Picture Frames.

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA



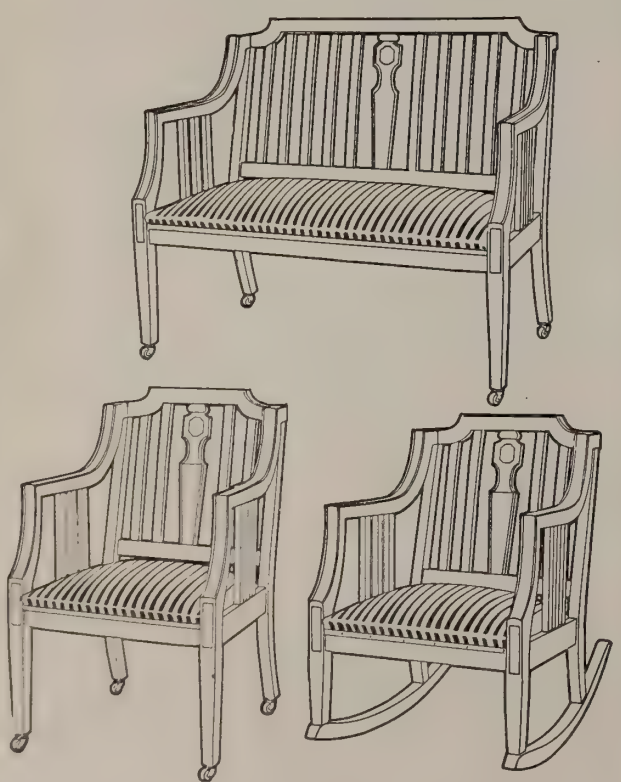
Made in Four sizes and made to stand.

Utility Boxes

Covered in assorted chintzes; trimmed with rattan. Made of ¾" B. C. Cedar.

D. L. SHAFER & COMPANY

ST. THOMAS ONTARIO



Attractive Parlor Suite

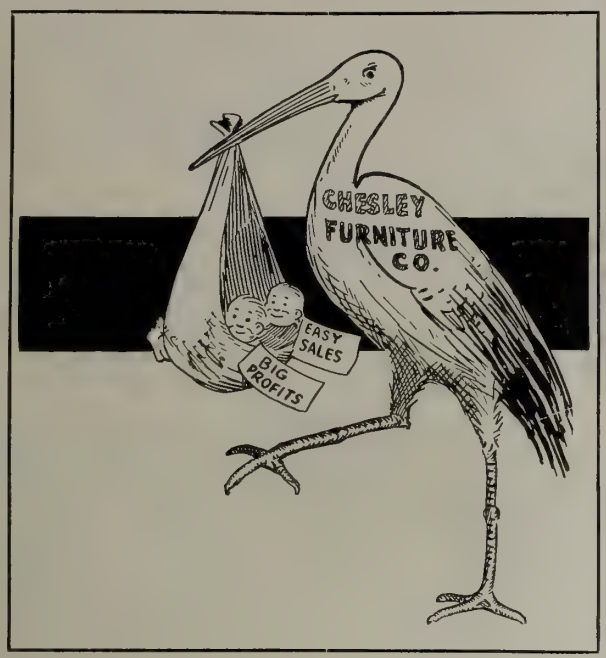
This suite is made in Solid Mahogany, with an absence of fussy ornamentation that stamps it at once as a practical design that is pleasing and artistic.

Our other lines are characterized by the same good taste. These are **Chesterfields, Steel-Constructed Couches,** and the celebrated **Push Button Reclining Chair.**

We extend to one and all best wishes for a prosperous 1919.

MORLOCK BROS.

HANOVER - ONTARIO



Begin the Year with

"TWINS"

"THERE'S A REASON"

They appeal to the ladies because of the convenience in handling the Tilt-Top Twin Table.

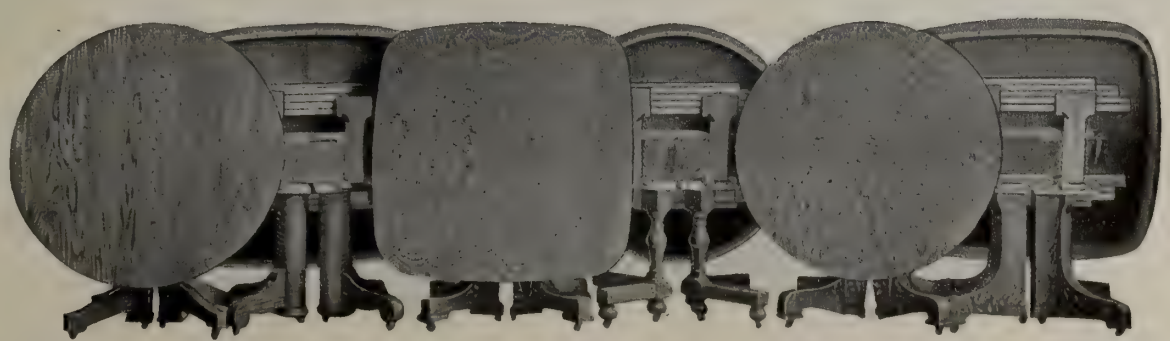
The top can be tilted in an instant when dusting, and it can be easily moved through a doorway or passage on its own casters, thus eliminating the necessity of lifting sideways or taking the table apart.

The "TWIN" pedestals are the perfect pedestals, closed or extended. No danger of tipping under uneven load.

Demonstrate these special features to your lady customers. They will not fail to see the point, and incidentally you increase your sales.

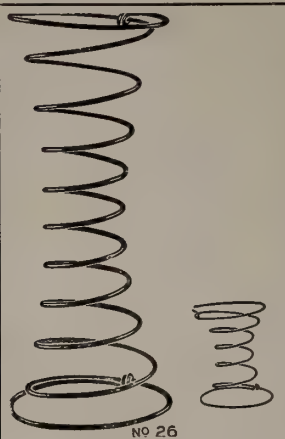


Chesley Furniture Co., Limited - Chesley, Ontario



Wishing you
a very happy
and prosperous
New Year.

Boullee Fraser Leather Mfg. Co., Inc.
232 Canal Street, NEW YORK



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs.

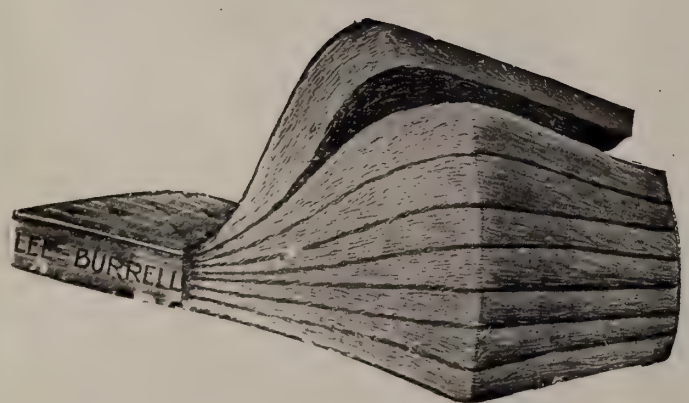
James Steele, Limited
Guelph, Canada

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited
Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application

"Hygienic" Mattresses



"Hygienic" Mattresses are built on "Hygienic" principles, and that means a great deal with Standard Bedding Mattresses. Not only does it mean a thoroughly sanitary mattress built of new and clean materials, but it also means a mattress that will give lasting wear.

You can recommend any "Hygienic" mattress as being a reliable mattress.

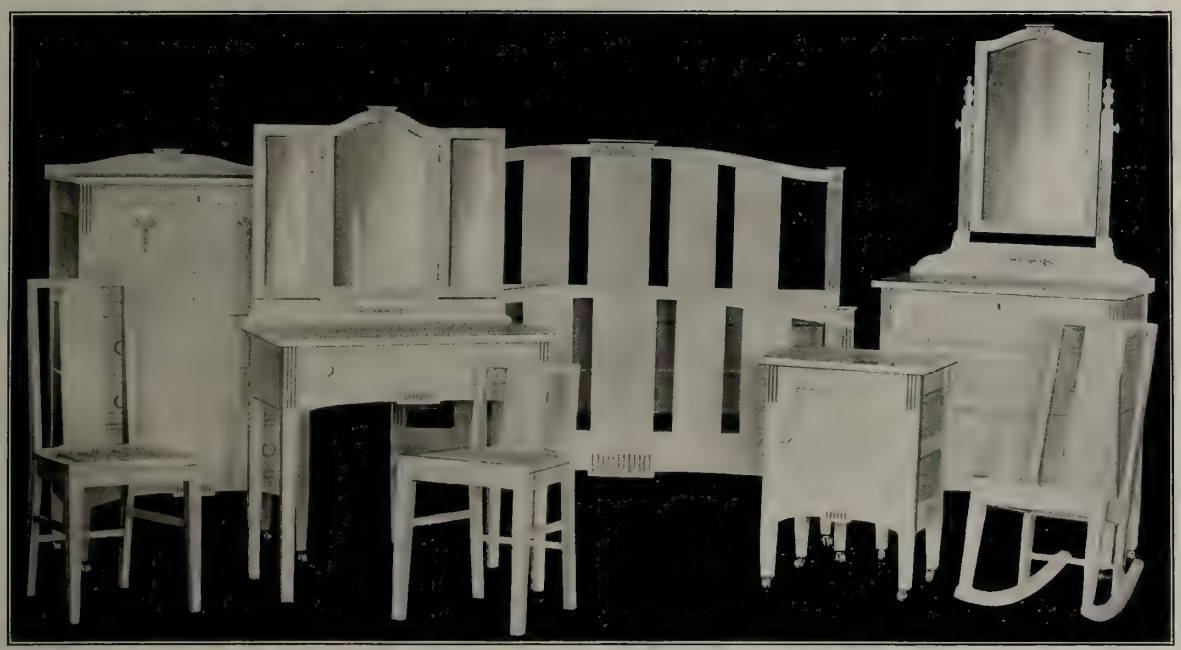
The Standard Bedding Company

Mattress Specialists

27-29 Davies Ave. **Toronto, Ontario**

"ADAM" PATTERN

Bedroom Suite



No. 660E Bedroom Suite

Successful merchandising for any extended period presupposes a thoroughly faithful line of merchandise of known value. Such a line is our bedroom furniture. *Knechtel Bedroom Furniture* will help you to develop and maintain a most satisfactory and permanent patronage. Above is one of the suites that will be shown in our new catalogue now in press.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

IN THE 1919 LINE



No. 39205—The Maine Coast. A genuine Chandler pastel; in 4 inch No. 6036-165 and appropriate corner ornaments. Rich burnished antique in reddish tone. Picture size 20 x 30 inches.



1¾ inch. 2 inch. (Cuts about ½ size) 3 inch. 4 inch.

No. 6036—A new embossed gum high back made in four widths, in proportion as shown in the cuts of reduced size. Made in finishes: No. 480—Plain antique gold; Finish 482—Antique gold, top ornament and front burnished; Finish 165—Burnished antique gold, centre in reddish tone; Finish 166—French grey and burnished.

The above with many other equally good numbers are being shown in our travellers' samples. Be sure you see their line.

Phillips Manufacturing Co., Limited 258-326 Carlaw Ave., TORONTO, ONT.

KITCHENER—WATERLOO
Furniture Exhibition

January 13th to 25th

The firms listed below are holding their Annual Furniture Exhibition in January, and extend a cordial invitation to every Canadian furniture dealer to call and inspect their products. Many new and interesting designs will be shown, and dealers should be greatly benefited by attending.

Anthes Furniture Co. - - Anthes Factory, Kitchener
Art Furniture Company, Ltd., Factory Showrooms, Kitchener
Baetz Bros. Furniture Co., Ltd., Anthes Factory, Kitchener
Beaver Furniture Co., Ltd. - Schreiter's Furniture Store
Crown Furniture Company - - Queen St. Auditorium
Geo. H. Hachborn & Co. - - Queen St. Auditorium
D. Hibner Furniture Co., Ltd., Factory Showrooms, Kitchener
H. Krug Furniture Co., Ltd., Factory Showrooms, Kitchener
Lippert Furniture Co., Ltd. - - Queen St. Auditorium
Quality Mattress Co., Ltd., Factory Showrooms, Waterloo
Woeller, Bolduc & Co. - Factory Showrooms, Waterloo

You will receive a cordial reception.

Do not forget the dates—JANUARY 13th to 25th

Krug Factory Showrooms

KITCHENER
Furniture Exhibition

January 13th to



January 25th Inclusive

ONE MINUTE'S WALK FROM STATION

Most Up-to-date Line in Canada

The charm of fine furniture lies in the enduring character expressed in its symmetrical design, carefully chosen materials and masterly workmanship.

H. Krug Furniture sells and satisfies.

All the patterns in our line will be on exhibition during January, in addition to several new designs which will please your customers during the coming season.

THE TRADE CORDIALLY INVITED TO INSPECT OUR LINE

The H. Krug Furniture Company, Limited

Kitchener, Ontario

KRUG



THE ANTHES FURNITURE COMPANY

Annual Furniture Exhibition

January 13th to 25th

Anthes Furniture Buildings
KITCHENER

THE BAETZ BROTHERS FURNITURE CO., Limited



THE LIPPERT FURNITURE COMPANY. LIMITED.

Period Diningroom Furniture

KITCHENER CANADA



No. 2018
TOP 48" X 48"



No. 2018 A



No. 2018
HEIGHT 59" WIDTH 39" DEPTH 16"
MIRROR 10" X 34"



No. 2018



No 2018 60" CASE
No 2019 54" CASE, SAME DESIGN
HEIGHT 53½" WIDTH 60" DEPTH 22"



No. 2018
HEIGHT 39" WIDTH 36"
DEPTH 18"

MIRROR 8" X 52"

MR. DEALER—

Why not let the Lyraphone play the money into your pocket ?

A most faithful worker.

Ever at your service.



Will be shown at the

Kitchener Furniture Exhibition

JANUARY 13th to 25th

at the Auditorium, Queen Street



Satisfaction and Quality

The Lyraphone Watchword

These are the merits the Lyraphone are sold on. The phonograph that is unsurpassed for tone reproduction, exquisiteness of design, and perfection of scientific making.

RETAILING AT $48.50 TO $450.

Write for descriptive circular and details, so that you may see the opportunities the Lyraphone holds for you.

Lippert Furniture Co., Limited

KITCHENER, ONTARIO

Come to Kitchener Exhibition
and Visit Us

COUCHES
PARLOR SUITES
CHESTERFIELDS
DIVANETTES
DAVENPORT BEDS
LIVING-ROOM CHAIRS

We will exhibit our complete line in the Auditorium, Queen Street.

An inspection of our 1919 line will be of great help to you in choosing a good saleable stock for the coming year.

January 13th to 25th

GEO. H. HACHBORN & COMPANY

KITCHENER - - ONTARIO

Come to the
KITCHENER EXHIBITION
January 13th to 25th

Dealers throughout Canada should attend this Exhibition and see the wide range of patterns offered.

You, Mr. Dealer, are invited.

Our Warerooms—

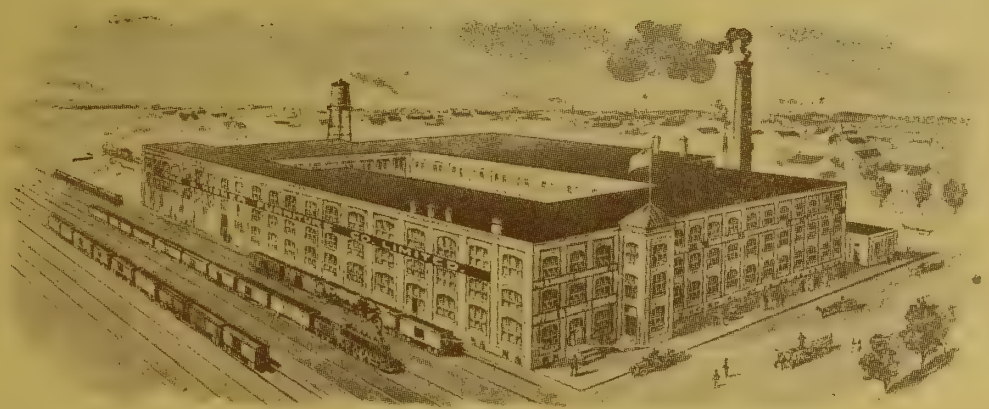
Will be open during January for the inspection of buyers.

We will show a range of

Diningroom Suites
Bedroom Suites
Parlor Tables
Library Tables
Book Cases
Parlor Suites
Hall Racks, Etc.,
in the newest styles and finishes.

You are cordially invited to attend this exhibition of FINE FURNITURE

January 13th to 25th



The D. Hibner Furniture Co., Limited

Kitchener Ontario

An Invitation

We invite you to call and inspect our display at Schreiters' Furniture Store, King Street, Kitchener, during the Kitchener Furniture Exhibition.

We are showing a complete line of high-class Dining Room Suites, and are confident that you will be favorably impressed with the quality and workmanship which are outstanding features of our furniture.

All our tables are equipped with the well-known automatic slide.

Do not neglect to see this display when in Kitchener.

The Beaver Furniture Company, Limited

KITCHENER - ONTARIO



Come to Kitchener

January 13th to 25th

In keeping with a high standard of quality our prices are very attractive. The "Art" trade mark is our promise to you and your customers of exc-llence in design and workmanship and carefully selected wood.

Our complete line will be on exhibit at the Kitchener-Waterloo Furniture Exhibition, and we extend a cordial invitation to you to pay us a visit.

Don't forget the dates
JANUARY 13th to 25th

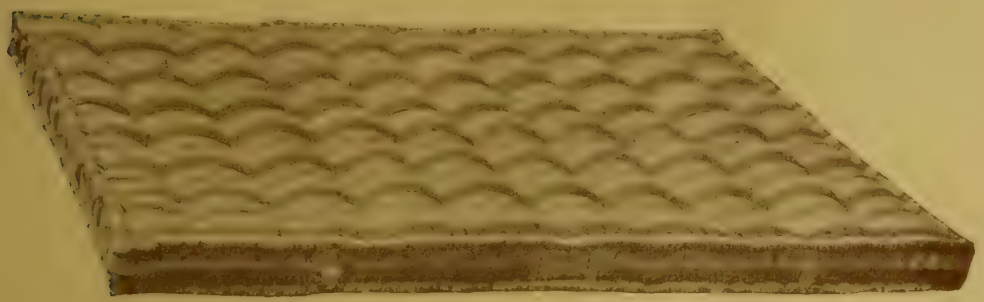
Art Furniture Company, Limited

KITCHENER, ONTARIO

"QUALITY FIRST"

These High-Grade Mattresses

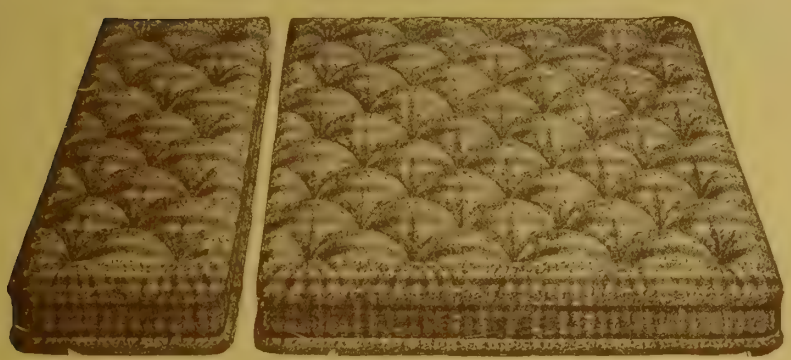
are just what you want for your better-class trade. Every mattress is labelled, showing retail price and what it contains. We stand behind these values. That is your customers' and your own protection. Quality Mattresses will increase your sales and double your profits.



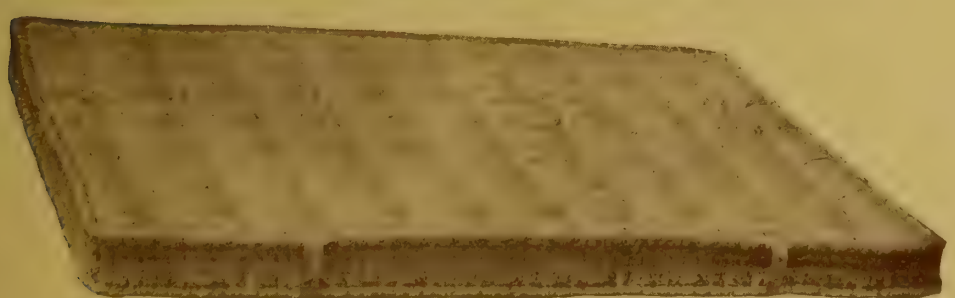
Superior Felt, showing French roll edge.



Perfect Box Spring and Mattress.



"Quality Felt."



"Kapok," showing Imperial edge. Weight 32 lbs.



Compare Quality Mattresses with any make made and you must admit that for rest-promoting qualities and profit they offer to the trade, Quality Mattresses stand beyond competition.

We extend a cordial invitation to every furniture dealer in Canada to visit our showrooms during the

Waterloo Furniture Exhibition

January 13th to 25th.

Quality Mattress Co.

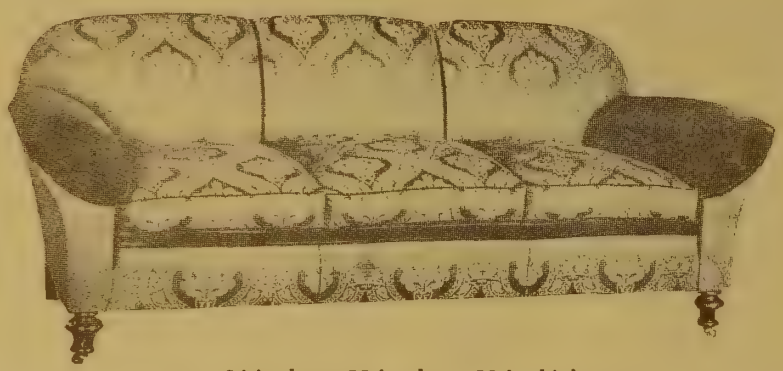
Waterloo, Ont.

Chesterfields and Easy Chairs

The Chesterfield and Easy Chair illustrated will be on exhibition at our January Furniture Exhibition. We are giving our customers the opportunity of stocking this saleable pattern at an advantageous price based on our old costs. Do not neglect to see them.



35 in. wide, 32 in. deep
32 in. high.



84 in. long, 33 in. deep, 33 in. high

We extend a cordial invitation to visit our display of living room furniture at our permanent Showrooms in Waterloo. You will receive a hearty reception.

WOELLER, BOLDUC & COMPANY WATERLOO ONTARIO

Furniture, Upholstery and Phonograph Manufacturers

ARE YOU IN THE MARKET

for Upholstery Leather, Tapestry, plain and figured Velours, Kapok, Moss, Cane, Cabinet Hardware, Locks, Butts, Screws, Casters and Table Slides?

Your patronage solicited. Trade enquiries will be given every attention.

A. B. CAYA 28 King Street East **Kitchener, Ont.**

PHONE 349w SUCCESSOR TO F. A SMITH

Press Advertising Sold Victory Bonds

BEFORE the war bond buyers were "marked men." In number they were 40,000 in March, 1917—this is shown by the number of purchasers of the Government War Loan of that date. But in the autumn of the same year their number increased twenty times—to 820,000! This was the number purchasing the Victory Loan, 1917. Last Month—November, 1918—over 1,000,000 persons purchased the Victory Loan, 1918!

These wonderful results were accomplished by Press Advertising.

Before the war one-half of one per cent. of our people bought bonds. Now quite twelve and one-half per cent. of our people are bond buyers!

Before the stupendous amount of $676,000,000 worth of bonds could be sold to our Canadian people in three weeks a most thorough and exhaustive campaign of education was necessary, and this campaign was carried through by advertising in the public press. The power of the printed word never had a more convincing demonstration.

By means of printed word, through the medium of advertisements in the press of our country, the Canadian people were made to know what bonds are, the nature of their security, their attractiveness as an investment, and why the Government had to sell bonds.

Every point and feature of Victory Bonds was illustrated and described before and during the campaign—in advertisements. No argument was overlooked. No selling point was neglected.

The result is that Canadians to-day are a nation of bondholders.

They know what a convenient, safe and profitable form of investment bonds are. Instead of one man in two hundred owning bonds, now one Canadian in eight—men, women and children—owns a Government Security.

This complete transformation in the national mind and habits was brought about by advertising in the press of the nation. Press advertising has justified itself as the surest and speediest method by which a man's reason can be influenced and directed.

The Minister of Finance acknowledges this. His own words are:

> *"The wonderful success of the Loan was due in large measure to their (the press of Canada) splendid and untiring efforts during the whole of the Campaign."*

Mr. E. R. Wood, Chairman of the Dominion Executive Committee having oversight of the campaign to raise Victory Loan, 1918, said: " . . . *The press publicity campaign . . . will rank as one of the most remarkable and efficient publicity campaigns ever undertaken in any country;"* and Mr. J. H. Gundy, Vice-Chairman of the same committee said: *"I have been selling bonds for a long time, but I never found it so easy to sell them as at this time. The reason is the splendid work the press has done. I take off my hat to the press of Canada."*

The success of Victory Loan, 1918, and the knowledge which Canadians now possess of bonds are a straight challenge to the man who doubts the power of the printed word, in the form of advertisements, to sell goods—and this applies not to bonds alone, but to the goods *you* are interested in selling.



Save 20%

We are moving our Statuary Department Feb. 1st., and we make this extraordinary offer to save moving. We have good selection of models. If you are interested we will forward our catalogue and will mark statues we can ship. This offer is only good for January.

Our lines of Serving Trays, Pictures, Frames, Mouldings, etc., are bigger and better than ever. Write for our catalogue, you can make big money on our lines. If you haven't got our goods you are losing money.

G. L. IRISH

499 Queen Street West

TORONTO, ONT.

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 9. TORONTO, JANUARY, 1919. No. 1.

BRIGHT OUTLOOK FOR FURNITURE TRADE

Big demand for furniture should develop during next year or so Extensive building being planned—Men returning from overseas will be establishing homes—Now is the time to make plans for strong drive for furniture business

THE business outlook in the furniture trade is a very promising one indeed. There are many reasons why there should be an increased demand for furnishings now that the war is over. For one thing, many people have been backward about investing money in furniture when the future was so uncertain, but now that the return of normal conditions is assured, they will be looking to the future with confidence, and furnishing their homes accordingly.

Much Building—Many New Homes

The great amount of new building that is being planned will also prove a big boon to the furniture trade for all these new residences and office buildings must be furnished, and the big program along this line that is being mapped out in practically every centre in Canada, is bound to create a demand for furniture and furnishings that will prove most beneficial to the trade.

Many new homes will be established throughout the length and breadth of the land during the next year or so. Many men were married just previous to going overseas and have to furnish a home on their return. Many couples have been waiting until the end of the war before taking the marriage vows. Many homes were broken up when the head of the family heard the call of duty and will have to be re-established. All this is grist to the furniture dealer's mill and he should enter the new era with aggressiveness and vim, laying his selling plans on a big wide scale.

Time to Formulate Plans

Now is the time to make your plans. It is the carefully prepared campaign that is productive of the best results.

CALGARY FIRM HAS DEPARTMENT ADVERTISING DISTRIBUTION BOOK

In order to keep track of the totals of advertising and the amount used by each department, the Neilson Furniture Company Ltd., of Calgary, have a "department advertising distribution book" in loose leaf form.

After the bill for an ad. is checked and passed, each ad. is measured and the space used by each department is charged to it. Once a month each account is totaled and recapitulation made on a sheet assigned to it. Twice a year a recapitulation is made by mediums, which acts as a double check on the totals.

The plan also keeps a close check on advertising expenditure and enables the firm to keep well within the appropriation.



Practical Suggestions for Getting More Trade

GIVE THE FILING CABINET A CHANCE

Desks and chairs are not the only staple of office furniture. The filing cabinet belongs. Some displays still seem to ignore it. The prospect imagines himself sitting in the chair and using the desk. Correct sales strategy. Let him also get the idea of using a concrete example of modern filing science. Progress in filing systems has been one of the notable achievements of the last decade. Make the filing cabinet prominent in your display. It connects up, readily, with every other line your handle.

HAVE ESSAY CONTEST

The Retail Merchants' Association of Eagle Pass, Texas, arranged recently for a school children's contest in the writing of an essay on "Why We Should Buy at Home." All children of Eagle Pass, whether they be attendants of the public or private schools, were eligible to enter the contest.

A first and second prize will be offered for the best essays, and the essays will be published with the name of the winners. A committee composed of persons not residents of Eagle Pass will be named to judge the contest, and every boy and girl in the city will be given a fair chance to win the prize.

INSTALLED AUTOMATIC DOOR OPENER

A dealer in one of the northern towns of the U. S., according to an exchange, has installed an automatic door opener which has been found greatly helpful in his business. Before putting it in he reasoned with himself this wise:

Did you ever stop to think of the inconvenience experienced by a customer loaded with bundles, in trying to open the front door of the store on wintry days? An element which largely contributes to a store's success is store service—the attention to the little things which make trading there a pleasure. It was not always possible to get to the door in time to open it for customers entering or leaving, so hitting on this automatic opener proved a decided improvement in store service. The electric door opener is operated through push buttons in different parts of the store by the clerk who waits on the customer. Such an opener is not expensive, and can be purchased from and installed by any electrician, or if there is no electrician in town it can be purchased and the wiring done by the dealer himself. The approximate cost of the different parts of the outfit is about five dollars.

DO YOU USE FOLLOW-UP LETTERS?

Practically every merchant should have a follow-up letter system. He should have some dignified and accurate method of ascertaining if the various purchases made by customers at his store have met their requirements. He should try to learn, too, why this or that customer who formerly traded with him quite regularly now goes elsewhere for his goods.

A customer who has visited your store regularly for years or some months, and then ceases coming should be sent a dignified, courteous letter, asking why he or she has ceased to trade with you.

If possible, the dealer should obtain the name of every new customer who comes into the store. This may be done by offering to have the package he or she buys, delivered. In this way both the name and the address are easily gotten. A record of this should be kept, together with the date of purchase.

Your clerks should be instructed to watch for the second appearance of that customer in the store. If the customer does not come again, a polite formal note should be mailed, asking if the article purchased did not meet the requirements of the purchaser and offering to adjust the matter satisfactorily if anything is wrong.

WHAT ABOUT DEBT-PAYING DAY?

If one day in the year were debt-paying day there is many a shattered friendship that could be mended.

We have a mother's day and backyard day, clean-up week and the good Lord only knows what other days and weeks set aside to certain ideals. None of them interfere with regular business for they are none of them holidays. Mayors throughout the country might well consider the propriety of promulgating a debt-paying day, setting it far enough ahead on the calendar to enable debtors to prepare against it.

The Chinese square their accounts on the first day of their calendar year, and surely we could also have a similar day to clear off our accounts.

ADVERTISING THAT WILL NOT PAY

Half-hearted-once-in-a-while advertising won't pay, exaggeration won't pay. Misrepresentation won't pay. Red-flag-brass-band methods won't pay. Advertising not based upon true worth and merit will never pay. Advertising is a man's game, and must be played as such. Successful advertising requires the highest type of business instinct, energy, judgment and integrity. More than that, it takes patience and time to let the work of constant repetition convince and educate. Most men who do business on a broad basis advertise liberally, intelligently, forcefully, regularly, because they have learned that wide publicity of true worth and merit pays, and pays big.

UNIQUE WORDING OF STREET CAR CARD

A street car card with unique wording is used in the civic street cars by Noden, Hallitt & Johnston Ltd., furniture dealers of West Toronto. It reads:

A young maiden loves a man,
That is her business;
A young man loves a maiden,
That is his business;
The young maiden and man get married,
That is their business;
We furnish the home,
That is our business.

ATTEND THE JANUARY EXHIBITIONS

Fruitful sources of information for the furniture dealer.

ARE you in line for the January Exhibitions? If not already prepared, get busy at once. It is now time that you had announced to your head salesman that he is going to have a chance to show what he can do when you are not on the job—time that you had packed your pyjamas in the little old club bag, kissed good-bye to wife and kiddies and started out to visit the best furniture exhibitions that have been staged since Kaiser Bill started out and made an "exhibition" of himself.

There is no doubt that the January furniture exhibitions from January 13 to 25 this year will be the best that have been seen in years. That uncertainty as to the future that has clouded the business horizon during the past four years has been swept away by the collapse of Germany and the coming of peace. Manufacturers are looking forward to the future with the highest degree of confidence and this year's exhibitions have been planned on that basis. They will be found truly worthy of the first peace year and a pleasing introduction to the era of expansion and prosperity which we are now entering.

It is hardly necessary to point out to the aggressive furniture dealer the value of attending these exhibitions. They are most fruitful sources of information for the dealer, and this for many reasons. For one thing, the dealer acquires a first-hand knowledge of the trend of styles and designs, which is something that will save and make money for him as he will be better able to buy the goods that will sell freely and not develop into stickers. At these exhibitions he gets in touch with the new and novel lines that are frequently so valuable in stimulating public interest and in buoying up sales in a manner that would not otherwise be possible.

Conversations with other furniture dealers he meets at the exhibitions will also prove of great value. From them he is bound to glean many ideas which will prove of value in increasing sales and enlarging profits. Where two or more dealers are gathered together, talk naturally drifts to business matters and the interchange of experiences and opinions is bound to prove of mutual advantage.

The man who goes to the exhibitions with his eyes and ears open is bound to benefit—bound to find the time and money spent in the visit a profitable investment. So put your head salesman in charge (the responsibility will probably inspire him in a way that will cause him to boost sales better than if you were on hand); pack your club bag for a real visit of inspection and hike it to the January exhibitions.

Remember the dates— January 13th to 25th

TIME FOR THE ANNUAL STOCK TAKING

Every dealer should take stock at least once a year—Suggestions as to method of procedure given by a retailer.

YOU have asked me to tell retail dealers why they should take stock and how to do it. I can hardly see any reason for telling a dealer why he should take stock and make out a financial statement at the end of each year, because if he is a real business man he will realize not only the need, but the necessity of doing so.

Necessity to Find Standing of Business

No business man should go on for longer than a year without knowing what progress he is making, and this cannot be ascertained with any degree of accuracy without taking an inventory of his stock as well as his other resources and liabilities. The amount of business done during the year is not an accurate gauge of progress because big sales do not always mean satisfying progress. This is a particular in which many retailers fool themselves badly every year. For instance, I know a brother dealer who has not taken stock for a number of years. When I took him to task for not doing so, he said, "Oh! I am getting on alright. My sales show an increase every year." Yet, I would be willing to bet dollars to doughnuts that he is not making half as much money as he thinks he is. If he were he would be able to look after his liabilities better. He is doing the business but he is not making very much money. If he would make out a financial statement each year, it would show him clearly that he is not making as much net profit as he should on the business done, and he would then get busy and rectify the leaks that are at present eating up his profits. As long as he neglects such a yearly statement, however, he will never realize just how little money he is making.

Insist on Accuracy

Now as to the work of stock-taking. I would first like to impress on dealers the need for absolute accuracy in taking the inventory. Unless this point is insisted on, the result will not be a proper indication of actual worth of stock and the purpose of taking stock is defeated. Do not leave the question of quantities or prices to guesswork. Count goods and make certain that prices are correct.

It is better to underestimate than to overestimate. A man can always afford to be a little better off than he figures, but it is dangerous to believe that he is better fixed than he really is. It is like going on a "spree." It feels alright at the time, but the "morning after" is not likely to be so pleasant.

How to Go About It

I find it the best plan for those engaged in the work of stock-taking to divide themselves into twos. One man calls off the stock as he counts it, and the other inserts the quantity, description and cost price, if it is known, on the inventory sheet. A little system will lessen work. For instance, goods of the same kind can be put together and counted in one sum, or space can be left on the line to add more articles of a similar nature if they come to light later. This saves the work of writing out several lines for the same article. Don't jump all over in stock-taking. Start at a certain place and cover it thoroughly. Otherwise you are liable to miss some goods.

Preventing Duplication

If stock-taking is to extend over a considerable business period, precautions will have to be taken so that articles listed and afterwards sold will be deducted from the total stock showing. Clerks who are selling goods may make a note of checked goods sold in a book for the purpose, and deduct the total amount of such sales from the total stock. Some dealers leave a slip on each line of goods which has been listed so that sales may be noted on it. It is not necessary to make a note of goods sold but which has not been listed, as they will appear in cash on hand or amount on books in your financial statement.

Once the goods have been listed, all that is necessary is to make extensions and add up totals and the total amount of stock on hand will be known. Compare it with the amount of stock of the previous year. If there has been any large increase, look into the cause.

Once the amount of your stock is known, you are in a position to go ahead and make out a financial statement that will show the exact standing of your business.

BE SURE GOODS ARE RIGHT

The first great problem is to be sure the goods are right and that, of course, is a buying problem. And to that old saying that goods well bought are half sold I would add be sure of the quality first.

There is a natural curiosity and a desire to know about things, even things of every-day use and you will find about 90 per cent. of your customers are interested in information about the goods they buy. They want to know how they are made and where they came from.

Every interesting idea about your goods that you can pass to a customer will make all the stronger the hold your goods will have on that customer when she buys. And it is not difficult to get people to absorb facts about your goods if they are presented in the right manner.

Send Us Your Xmas Window

A GOOD many clerks have photographs taken of their Christmas window displays to retain as souvenirs of their special Christmas efforts and as a source of suggestion for other years. To such clerks, we extend an invitation to send us along copies of such photographs for reproduction in our paper that other clerks may see what they are doing and benefit from their work.

Mail with a brief description to The Editor, 32 Colborne St., Toronto.

HAVE PROPER CATALOGUE FILING SYSTEM

Many sales lost because dealer cannot locate desired catalogue—Have a system that prepares for any emergency

A CATALOGUE file is so extremely useful to the merchant that the little trouble involved in preparing one and keeping it in good shape, is many times repaid. Yet, a canvas of retail merchants will reveal the fact that, with rare exceptions, no orderly memorandum of manufacturers' catalogues or of their contents is kept. The handsomely illustrated booklets, prepared at so much expense and handed out so hopefully, lie around the retail merchant's office for a time and soon find oblivion in the wastepaper basket, or are left heaped in so unsystematic a manner that they are of little use.

Catalogues accumulate so rapidly, and price changes are of such frequent occurrence, that unless there is some system of keeping track of everything, one may well despair of any good from the catalogues. As a matter of fact the average merchant gets a very limited amount of benefit from them. So, when a customer comes in and enquires for a dining room suite in the William and Mary style, in American black walnut, and at a certain price, he can't just lay his hand on the information necessary to at once take advantage of the prospective sale. An up-to-date merchant is prepared for any emergency. He should be prepared for this. He should have information on tap, as it were, all the time, so as to be ready for a customer when he calls.

B·R SUITES·OAK

GRADE	MAKER	DR NO
M	BROWN FURNITURE CO.	6
M	SMITH FURNITURE CO.	5
H G	JONES FURNITURE CO.	8
H G	DOE FURNITURE CO.	8

Card index for catalogue file described in accompanying article.

To do this it is necessary to have a cabinet of drawers in which to keep the catalogues, and, in addition, a sample system of indexing the contents.

Card Index for Easy Locating of Desired Catalogues

The card system of indexing is the handiest, as it allows changes and additions to be made quickly and easily. The cards should be about 4x6 inches in size. At the top of each should be room for the name of the article; for example, "Diningroom Suites" would be one heading. The body of the card should be ruled across, with a lengthwise ruling near each margin. In the middle write the names of the furniture manufacturers whose catalogues you have. On the left margin place letters indicative of the grade of goods each offer for sale; for example, the letter "M" would mean medium-priced, the letters "H G" would mean high-grade, etc. Within the right-hand margin, opposite a manufacturer's name should be placed the number signifying which drawer of the filing cabinet contains that dealer's catalogue. The cards should be filed according to the articles, not by the names of the furniture makers.

Have Information Readily Securable

Every furniture dealer will find it to his interest to get catalogues from every manufacturer whose goods he is likely to need, and file them. Then he should subscribe for a good trade paper and carefully scan the advertisements it carries, for information regarding changes of prices and new things which come out. This material should then be noted upon the catalogues and kept track of. A merchant may not know everything offhand, but he should know where to get the information and get it quick, so as to strike when the iron is hot.

The accompanying diagram will be found useful in illustrating the card described above.

HOW TO MAKE YOUR WINDOW ATTRACTIVE AT NIGHT

The value of a show window is increased greatly at night by two important conditions:

1. The mind of the observer is freer at night than during the hustle and bustle of the business day, and so more sensitive to impression.

2. The drawing power of the display is greater because of the greater contrast between the bright window and its darker environs.

The light sources should be at the top and front of the window and completely concealed. Lamps should be placed so that the light cannot enter the eye direct from the luminous centre. The pupil of the eye adjusts itself to the brightest spot in the range of vision, and if contracted on account of the lamps being in sight, the goods are necessarily less visible and the selling power of the display greatly lessened.

Don't deceive yourself by failing to realize the number of people who see your show windows at night. During the day the passer-by may not have time to give your window more than a passing glance. At night only the bright spots are points of interest and he has more time and will study your display critically. Merchants say that they have watched this matter closely and have frequently seen men and women who were "window shopping" the night before, in the store and buying the next day. Try it yourself and you will be convinced that your window should be properly illuminated at night.

THE SELLING *of* HOUSEHOLD APPLIANCES

How a dealer handles this line in his store—Allowing the housekeeper sell herself.—Some suggestions of value.

A FURNITURE dealer not a thousand miles from Toronto, some little time since told how he handled the specialties in his housefurnishings department, among them, vacuum cleaners and refrigerators.

Selling Vacuum Cleaners

On the former he said something like this: "Suction sweepers are an article you have to let the housewife sell to herself in her own home. Most women would rather spend twenty-five dollars for a hat than for a sweeping machine. They have to see a lot of benefits coming to them before they'll invest that much in any utensil for housework. And they are more or less skeptical of any demonstration you make in your store. They don't have to deal with cork, powder, and so on at home.

"In selling a machine I pick out one that will really do the work, is durable, simple to operate, and can be trusted to perform its duty in the hands of a novice. My plan is to ask the housewife to let me do her weekly cleaning. I send one of my men with the machine. He shows the housewife how to work it and allows her to handle it herself. Then he exhibits, when he empties the bag, the unseen dirt with which she has been living, and calls her attention to the short time it has required to clean all her rugs and carpets more thoroughly than they have ever been cleaned.

"He tells her how this method saves her carpets and rugs and guards the health of her family—we've sold a lot of sweepers in homes where there are babies because we have convinced the mothers that their babies ought not to creep on floors that are not thoroughly cleaned of dust by the suction system. Then we leave the machine with the housewife, so that she may use it herself the next week. She usually buys it."

Handling Refrigerators

It is pretty much the same with refrigerators, though the purchase of a refrigerator represents about the largest expenditure the average family makes for a household utility, and the sale is correspondingly difficult—especially because the average man or woman looks on any box that will hold ice as a refrigerator. This dealer made up his mind that every possible buyer he could reach would have to be educated in the principles of ice refrigeration. But you can't force this information on a customer. You have to make him want it.

The minute you approach a man or a woman with a suggestion to buy, the person approached is on guard against that particular suggestion and prepares to resist it. That's human nature. So this dealer evolved a plan to work up to the refrigerator by way of some other merchandise, so as not to rouse the buyer's an-



Department which one firm has for featuring such lines as vacuum cleaners, washing machines, etc. Note the carpet to demonstrate what the vacuum cleaners will do.



A model kitchen display in window or interior helps to sell kitchen cabinets, refrigerators, etc

tagonism to his refrigerator suggestion and then have to overcome that antagonism.

The efficiency idea in all sorts of work which has of late been attracting public attention, has been used by the dealer to apply to housework. So he started a home-efficiency department and coached one of his men as an efficiency expert. His idea was to announce to the housewife that his efficiency expert would make a survey of her home and suggest ways and means for making the work of her household help more efficient, calling attention to the fact that her husband adopted in his office every device for economizing time and labor, while most housework is still done in a more or less primitive way. The expert would, among other things, suggest the installation of a sanitary refrigerator wherever one was lacking, and so would lead up to sales.

Where a refrigerator isn't really needed we suggest something else, a fireless cooker, or something of a relatively high cost. This scheme has sold a lot of goods; it has done something more—it has established our reputation as a progressive store, and has made us known to those who did not know us before.

"You'd be surprised," continued this dealer, "at the specialties in the average store that would increase the efficiency of the houseworker—devices about which the average housewife knows nothing. She doesn't know about them because so few of these specialties or staples are advertised, and fewer are properly advertised. Incidentally that's one reason why there are so few good retail appliance salesmen. I've noticed that in lines which are well advertised the manufacturers, directly and through the consumer, educate the retailer and his clerks to an appreciation of the advertised goods and of efficient ways to sell them. That develops a lot of good salesmanship in those lines."

While the summer is the best season for the sale of refrigerators, they are needed in many households even during the cold weather. Goods cannot frequently be placed outside and if left inside some refrigeration is necessary. This is particularly true in apartment houses, where residents have not the convenience of a cellar.

RANDOM SHOTS

I shot an arrow into the air; it fell in the distance, I knew not where, till a neighbor said that it killed his calf; and I had to pay him six and a half ($6.50).

I bought some poison to slay some rats, and a neighbor swore it killed his cats; and, rather than argue across the fence, I paid him four dollars and fifty cents ($4.50).

One night I set sailing a toy balloon, and hoped it would soar till it reached the moon; but the candle fell on a farmer's straw, and he said I must settle or go to law.

And that is the way with the random shot; it never hits in the proper spot; and the joke you spring, that you think so smart, may leave a wound in some fellow's heart.

Send in bills early and often. That is the way to get your money and to prevent accounts accumulating and becoming losses.

SHAKING HANDS

SOME salesmen shake hands too much. In order to make handshaking profitable, learn when to do it. The handshake should be used as a sign of the development of a closer interest between two people.

Shaking hands at the right time will promote a better feeling between customer and salesman. Shaking hands at the wrong time may make the customer avoid the salesman next time. Get the happy medium between the college freshman wrench and the lifeless cemetery flop. Don't stick out a limp paw for the other fellow to wiggle up and down. Shake hands quickly, firmly, as if you meant it.

The Curse of the Antique :

By ARTHUR GUITERMAN
in *Harper's Magazine*

MY friends, the Van Buzzens, have millions to spare;
They live to the northward of Washington square;
Their chastely magnificent, sumptuous home
(Or rather, their mansion)—from cellar to dome
Is filled to repletion
With things that are Grecian
And early Venetian
(Or seemingly so).
And Late Jacobean
And Middle Pompeiian
And Aramathean—
For all that I know.

* * *

The panels, the ceilings, the elegant doors,
Are Louis—some Louis—oh, Seize or Quartorze;



"Now here is an object exceedingly choice."

And down in the kitchen the skillets and pans
Are some other Louis—conceivably Quinze
While tables on gate-legs
(Those movable eight legs)
Or highly ornate legs
That martyr your knees.
And chairs upon scroll-legs
Or neat cabriole-legs
(The French word for "bowlegs")
Are thicker than peas.

Miranda Van Buzzen, a Priestess apart,
The Heiress of All of the Ages of Art,
Is proud of old tapestries hanging in shreds,
Of highboys and lowboys and canopied beds,
Of caddies and kettles
In various metals,
Of dressers and settles
And benches and thrones,
Of boxes for laces,
Of porcelain vases,
And coffers and cases
By Inigo Jones.

But Abel Van Buzzen is sick unto death,
He lately confided, though under his breath,
Of "all this nonsensical 'Period' bluff—
The Chippendale-Heppelwhite-Sheraton stuff!"
"I'll furnish my study
As snug as a cuddy,
With no fuddy-duddy
Of gimcracks!" said he;
"And nothing that's 'Classic'
Or Upper Jurassic
Or utter jack-assic!—
Plain comfort for me!"

He went to a dealer in Crotchets and Whims,
Impressive in glasses with tortoise-shell rims,
And told him, "I want a Responsible Chair;
It needn't be something seductively rare
By any old masters
On fluted pilasters,
But Comfort on Casters—
A cushioned retreat;
And I want a table,
Whatever the label,
Sufficiently stable
To hold up my feet!"

The Expert replied in a delicate voice,
"Now, here is an Object exceedingly choice—
A chair with a wheel-back and single-curve arms;
The spatulate feet are the least of its charms.
We bought it from Madam
McAdam of Haddam—
A Genuine Adam!—
Oh, don't be misled!
The marks that you term 'holes'
Are Guaranteed Worm-holes!"—
"I think they are germ-holes!"
Quoth Abel, and fled.

The next Connoisseur whom he happened to seek
Was strong for the Gothic with touches of Greek,
For chairs that were stiffer than pokers and starch
And built like cathedrals with pillar and arch.
"Observe the acanthus,
The drooping ailanthus,
The rich polyanthus
And tendril design
With nothing aborted!"
The Person exhorted.
But Abel retorted,
"Not any in mine!"

Another remarkably talented man
Was all for the colorful mode of Queen Anne—
For marquetry tables and armchairs with wings;
Another, for ormolu Empire things.



"With chairs you can prose in and smoke and repose in."

Still others orated
On chairs that were mated
With feet that were plated
Or turned like a cup
And legs that were twisted;
While many insisted
On styles that existed
When Rome was a pup.

They gabbled of Flemish, Byzantine, Grotesque,
Hogarthian, Tudor, Baroque, Arabesque,

(Concluded on next page.)

VALUABLE PRICING TABLE FOR RETAILER

A table which shows at a glance how the selling price of an article can speedily be arrived at from cost

THE Canadian Furniture World has had a number of articles during the past couple of years on the question of pricing goods, and has given a number of tables from time to time, to simplify the problem of pricing for the dealer.

We reproduce here another table that promises to be of great service in this connection. It was devised by E. C. Thulin, and appeared in one of our exchanges. The writer has made a close study of figuring profits and pricing in recent years, and believes that this is one of the simplest tables he has yet seen.

PRICING TABLE

%	Multiple	%	Multiple
20	1.25	31	1.45
21	1.267	32	1.471
22	1.283	33	1.493
23	1.299	34	1.516
24	1.316	35	1.539
25	1.334	36	1.563
26	1.352	37	1,588
27	1.37	38	1.613
28	1.39	39	1.64
29	1.409	40	1.667
30	1.429	41	1.695

%=Gross profit on sales.
Multiple×cost=selling price.

Explanation of Table

The table is not difficult to understand. Suppose, for instance, you desire to make a gross profit of 40 per cent. on the selling price of a certain article. How shall you determine what this will amount to in dollars and cents? You cannot multiply forty by the cost price of the article, because the percentage of profit isn't figured on the cost. It is figured on the selling volume.

This table solves the problem. It shows you what price you ought to charge to secure a gross profit of any desired amount. If you desire to make a 40-per cent. profit, based on the selling price, you simply multiply the cost price by 1.667. In the case of an article costing $1.00, you would therefore put a price on it of $1.67.

If you desire a gross profit of 30 per cent., multiply the cost by 1.429. If you desire a gross profit of 35 per cent., multiply the cost price by 1.539—etc., etc.

WATCH YOUR STEP

Johnny Snow says that you never can tell when your simplest words are going to be twisted out of their meaning. He exemplifies with the incident of an austere-looking woman who walked into Eaton's store while he and his wife were looking about, and said to the clerk:

"I should like to purchase a muff."

"What fur?" inquired the clerk.

"To keep my hands warm, you idiot!" exclaimed the woman.

(Continued from previous page.)

Of cedar and ebony artfully wrought,
Of Indian teak, and mahogany brought
From far Orinoco
And carved in rococo.
They drove him quite loco,
Or nearly to drink,
With talk of mosaic—
Not wholly archaic,
But done in Passaic,
New Jersey, I think.

Completely bewildered and ready to drop,
He staggered away to a Furniture Shop;
And what should he see in that wonderful place
But tables of dignity, substance and grace,
And arm-chairs, by gracious!
Invitingly spacious,
Superbly capacious
And, Heaven be praised!
Divinely upholstered,
Becushioned and bolstered!
His buffeted soul stirred
With joy as he gazed.

"Magician of Furniture," Abel exclaimed,
"What date are these marvels, and how are they named?"

The Artist replied, with a blush on his cheek,
"They haven't been christened: we made 'em last week.
We dare not assign 'em
A place, nor define 'em,
We only design 'em
The best that we can."
"Oh, send me four dozen,
Mike Angelo's Cousin!"
Cried Abel Van Buzzen,
"And hurry the van!"

* * *

The House of Van Buzzen is splendidly cold
And crammed with rare treasures that ought to be sold;
Its satinwood sideboards are guiltless of dust;
Its stately perfections deserve to be mussed.

But up in the attic,
A place democratic,
Is Abel's ecstatic
Resort of the blest,
With chairs you can prose in
And smoke and repose in
And dreamily doze in,—
Oasis of Rest.

PRACTICAL SUGGESTIONS IN AD. WRITING

By J. W. CARLIN

TO make sure that our ad. will be seen, we must "lay it out" in a manner that will attract attention, and begin it with words which will compel interest. Then let's word it carefully, and print it sensibly, so it will be read—and if it rings true, it will be believed.

Some advertisers seem to think that all they have to do is to run out into the middle of the road and shout "STOP!" and the world will halt and listen to them. You see ads. headed in glaring type with such words as "Stop!" "Look!" "Important," and so on. But you've seen so many of them that you USUALLY PASS THEM BY without bothering to see what they are talking about.

Like an Electric Switch

The best heading is one which actually leads the reader into the subject of the advertisement; like the electric switch, it makes a connection through which your current of selling-talk will flow with force and effect. S. Roland Hall, in his recent book on "How to Write an Advertisement," says that when a farmer comes to town and wants to advertise a mule for sale, he goes to the office of the local paper, and writes an ad. headed like this:

GOOD MULE FOR SALE

Then he proceeds to tell about the mule—his age and size, where he can be seen, and, perhaps, the price. NOW, THAT IS A GOOD AD., because the man who wants to buy a mule will surely read it when he sees the heading, "Good Mule for Sale." But some other man, who thinks he must be "clever," even at the sacrifice of being clear, will probably start off the mule ad. with a line like this:

HE NEVER KICKS

Many readers who might buy a mule will pass his ad. without reading it, because they won't know it is about a mule. If they read it, they will, perhaps, be suspicious, fearing that a man who will state positively that a mule never kicks, might also misrepresent in other ways about the mule.

Don't Be Too Clever

Too much smartness, either in wording or type, causes lack of confidence. People may read your ad. and say, "that certainly is a clever advertisement!" —and then not buy from you. You don't care if they don't even realize that they have read your ad., so long as they buy your goods. In my own experience I have noticed that whenever my friends come to me and say "that was a fine ad. you had in the paper to-day," that ad. hardly ever pulls as good results as some other ad, upon which they never think to compliment me—because in it they see only the merchandise, and not the ad. itself.

Put all the punch you can into your headline; when you throw that switch to start the live, pulsating current of sales-talk, throw it hard!

This Headline an Ad. in Itself

For instance: "Don't Envy a Good Complexion; Use Pompeiian and HAVE One!" That line is an ad. in itself! the very force of it put the reader in a frame of mind to want to believe what follows.

Sometimes it may be worth while to be "fancy" in the way you have your headings set up, but usually THE PLAINER YOU MAKE THEM THE BETTER, and don't ever let the message be obscured by your desire to achieve some clever or fancy effect of typography.

"Better Business Bureau"

is a far better head than

BETTER
BUSINESS
BUREAU

In the first case you are not conscious of the type or the words, but only of the sense. In the second case your attention is distracted from the name to the fact that the ad. writer is a clever contortionist with words. The second example requires some effort to read; and whenever you make a thing hard to read, you lessen the number of people who will read it, and you lessen the tenacity with which it will cling in their memory.

In a recent issue of the Inland Printer I came across this example of typographical gymnastics:

A
ADVERTISER
A
M J. G. WILLIS, Prop.
S Adams, Mass.

How many people will take the trouble to read it? How much better to have been plain and straightforward—like this:

ADAMS ADVERTISER
J. G. Willis, Proprietor,
Adams, Mass.

DON'T EVER FOOL YOURSELF into thinking that people are going to work out a rebus to find out who you are and what you sell. They won't do it.

AD-AGES OF TO-DAY

Every good ad. has a silver lining.
An ad. in time saves nine.
Advertise not; profit not.
All is not advertising that is printed.
Ads. of a feather flock together.
Too many authors spoil the ad.
An ad. is known by the company it keeps.
An ad. in the paper's worth two in the mind.
A good ad. a day keeps the sheriff away.
Least said, easiest mended—when it comes to superlative claims.
Advertise, and the world advertises with you. Stop and you sit alone.
It's a wise merchant that knows his own ad.—where the signature's omitted.

Canadian Furniture World

TORONTO JANUARY 1919 CANADA

A THRIFT REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,

THE COMMERCIAL PRESS, LIMITED,

32 Colborne Street, Toronto.

January Furniture Trade

There are good trade opportunities during January for the furniture dealer who is prepared to make the most of them, in spite of the general idea that a post-holiday quietness is in order during the first month of the year.

It is a time when people are indoors a good deal and naturally an appeal for better home furnishings is more likely to create interest than at any other time. Advertisements booming the idea of better homes and furnishings will be found productive of best results at this time.

This is a good time to exhort people to fill in the odd pieces of furniture they need and which they have been contemplating the purchase of. Such sales will assist in working off odd pieces of furniture in stock and clearing the floor of left-over Christmas goods.

But go after business in January as if you expected it. To expect trade quietness, is to invite it.

* * *

Handling of Specials

There are frequently specials which the furniture dealer can take up to advantage and which even though small in price may help out sales totals considerably. For instance, Campbell & Campbell, of Brandon, Man., took up the sale of door mats, devoting an advertisement in the local paper exclusively to them. It read, "Cocoa door mats are indispensable at this season of the year, when the snow is melting rapidly, and soon the mud and slush will appear. It will pay you to invest in an outside door mat—and keep the dirt outside. Your house will be kept clean and your floor coverings preserved. The prices are exceedingly moderate and the quality exceptionally high."

* * *

Capitalizing The Telephone

Many furniture dealers appear rather dubious about the possibilities of creating direct sales by means of the telephone. There is no doubt, however, that it can be made of considerable value in following up prospects. The possibilities along this line were recently referred to by a writer in an exchange. He pointed out that the 'phone undoubtedly is a great time-saver and often one can "break through" with its assistance when a personal call would prove unsuccessful. Salesmen on the retail floor are learning that they not only can save a lot of time but make it easy for their prospects by handing to customers a business card bearing the store's telephone number, at the same time explaining that whenever it is inconvenient to visit the store their orders may be given by 'phone with the assurance that conscientious attention will be promptly secured. Care should be exercised, however, when waiting upon the customer in the store, to the end that the salesman gets permission to make a memorandum in his sales book. In most cases the salesman, if tactful, can get the customer's name and address, with a notation of her first choice. A live man on the floor will never overlook the importance of getting the sale worked up to the point of decision. If before deciding the customer must refer the matter to some other party the advantages of handing out store cards is apparent. It is surprising to note how many sales can be closed over the telephone when this method is followed. Making it easy for the customer to order over the 'phone is the constant endeavor of the thorough salesman—a service appreciated by both customer and employer.

* * *

Open House to Customers

This would be a good month to conduct an open house to customers, inviting them to visit your store and inspect your stock without any obligation to buy.

A good many of the people in your community may not know just what your store or stock is like. Get them to come in on a tour of inspection.

* * *

Make Husband Consider Wife

The question has been asked and quite justly too, "Why shouldn't the housewife have her home equipped with labor-saving equipment as much as the man has his office equipped with them?" Life recently referred to this in a semi-humorous way as follows, but it has been rightly said that many a true word is spoken in jest:

"The Home and the Office—Why not make our homes as attractive as our offices?

"The modern high-class business man is rapidly developing into a luxurious creature. He has on his office walls beautiful pictures, and under his feet soft and costly rugs.

"His neutral color schemes are joyful to the eye, his furniture is the highest type of combined beauty and efficiency and his lighting system is the last word in science.

"Anything he wants is immediately at his disposal, whether it be polish for his boots, the latest periodical, a book of reference or a buffet luncheon.

"The air is cooled for him in summer. Messengers wait upon him. There is no friction, no disputing.

"He presses a button and his lightest word is taken down and recorded. At the luncheon hour he has a choice of the most highly diversified companions.

"Contrast this ideal condition with that of the place called home, filled with fossilized furniture, and almost denuded of servants.

"Let not the home be destroyed. Let it be placed upon an equality with the modern office."

One furniture firm in the United States ran this as an ad. headed, "Read this to your husband."

* * *

Don't Fool Yourself

Don't let the larger sales of the present year fool you. Larger sales do not necessarily mean larger profits. One dealer told the writer recently that he expects his sales for 1918 to be larger than the totals for 1913 and 1914 combined, but he doesn't expect his profits for the year to be any larger than for 1914 alone.

Sales figures these days are very deceptive.

* * *

Courtesy to Travelers

The travelling salesman is entitled to more courteous treatment than he receives from certain merchants. The number of retailers who treat travelers in a boorish manner is few, but there are certainly some who do not seem to have the first idea of common decency.

There are few travelers who get peeved just because a merchant does not buy their goods, but they do feel as if they have just cause for complaint when they are not even courteously received.

A good policy for the merchant for his treatment of the traveling man is, "Do unto others as you would they should do with you," if your positions were reversed.

* * *

Figure it Out Yourself

Figure out yourself just what the loss of the amount of a customer's bill means to you and the amount of work you have to do to make good the loss. You know bad debts have to be added to your cost of doing business.

You extend credit to the amount of ten dollars to a customer. He does not pay the bill. Figuring that your net profit on sales is four per cent., do you realize that you have to sell $250 worth of goods to make good the loss? There is a lot of work connected with the selling of $250 worth of goods. It would seem especially so if the dealer would bear in mind that he was doing it without reward—merely to make up the loss of a bill that some unreliable person would or could not pay.

If the dealer who loses $10 by bad debts would bear in mind in selling the next $250 worth of merchandise that he was performing the work for nothing, it would probably cure him of the habit of extending credit recklessly.

A credit business in many instances proves a big convenience to customers and generally helps the dealer in selling more goods, but it should be conducted on a safe and sane basis.

* * *

Giving Out Financial Information

Many merchants are averse to giving a statement of their financial standing to wholesalers or credit reporting agencies. Even some men with good strong backing are inclined along this line. They argue that they can meet their bills and that their financial affairs are nobody else's business.

They should bear in mind that all wholesalers or manufacturers desire is an assurance of their reliability in a really definite way, just as a retailer wishes similar assurance from customers he is extending credit to.

It is an advantage to a dealer to be reported on favorably by a credit reporting agency or the credit department of a wholesale house. It makes the wholesaler more anxious to get his business and he is more likely to give better prices and terms to him.

* * *

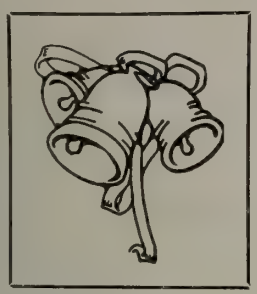
Taking of Discounts

A good many retailers add a good deal of profit during the year by taking advantage of discounts offered for cash. Take even the matter of a 1 per cent. discount in 10 days in lieu of 30 days net. This practically means 1 per cent. on money for 20 days. If money could be kept working at this rate continuously throughout the year it would mean 18 per cent., certainly not a dividend to be passed up without real necessity.

Dealers should have a plan for keeping track of those accounts on which discounts are available. They will amount to a considerable sum in the course of a year.

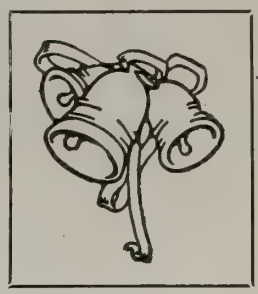
GET A LINE ON YOUR PROGRESS

THE man who keeps grinding away without ascertaining at regular intervals just what progress he is making, is certainly a poor business man. There is no sense in driving on unless you are sure you are headed in the right direction, and the only way to make certain of this is to take an inventory and make out a financial statement at least once a year. It is only by a comparison of financial standing year by year that the dealer can tell accurately what progress is being made in dollars and cents. Especially in these times when sales figures are far from an accurate indication of progress, the making out of an annual financial statement is necessary.



New Year Thoughts from the Editor's Pen

By Wm. J. Bryans



Happy New Year

This should certainly be a happy New Year for the people of Canada. The very thought that we enter a new year with the world at peace and the slaughter of the past four years at an end, cannot help but bring a happy feeling to the great majority. There are many homes, we regret to say, where there is mourning for dear ones who will no more join the family group in Yuletide festivities, but the loss of these is tempered by the knowledge that they died in the cause of freedom and the objects for which they fought are near to accomplishment.

The success of the cause for which the Allies have been struggling for the past four and a half years is surely reason for happiness. Let us all unite in that cheerful thankfulness which we should feel at this time, knowing that the clouds are rolling away and the sun of a new era of greater things is breaking through.

Our wish for you is that the advent of the New Year may find joy in your heart and happiness in your home. May the year upon which we enter be one of success and happiness for you and yours.

* * *

The Past Year

The past year has had its good and bad features in so far as the furniture trade is concerned. The dealer has had his difficulties in getting and selling his goods, he has had his help problem to solve, and he has been bound round with many rules and regulations in conection with the sale of his goods.

However, it has been a fairly prosperous year to the majority of dealers. High wages have facilitated business and favorable buying of advancing goods has helped out the profits of many dealers. Collections have also been generally good.

* * *

What of the Year to Come?

The year ahead is one that calls for careful management on the part of the retailer. As far as business is concerned there is no great need of worry. Of course, it will be necessary to keep on the aggressive in order to maintain sales, but the bigger problem is the maintaining of profits. There will be need of earnest work to clear the decks of goods which are likely to depreciate in value, while careful buying will be essential in order that no large stocks will be accumulated of goods likely to be reduced in price.

There will be special need of watching credits closely in view of the fact that many people who have been earning big money at war work will have to live on smaller wages now.

Help Problem Better

One thing that will lessen the worry of the retail merchant during the coming year will be the improved conditions in regard to help. The securing of adequate and efficient help during the past few years has certainly been a big problem for the average merchant. He has been forced to take on much work that was generally looked after by clerks and long hours have been the rule in order to keep work cleared up. Clerks have not only been demanding high wages but on the whole have been less efficient than ordinarily.

* * *

Don't Forget Your Inventory

Every merchant should make it a point to take an inventory and make out a financial statement at least once a year. In no other way can he tell accurately how he is progressing, especially during recent years when sales have not been the usual indications of profits.

The first of the year is a good time to take stock, as there is generally a temporary quiet spell after the holiday rush which gives more time for this work than at most periods of the year.

The merchant who does not make out an annual statement of the standing of his business is guessing as to his actual progress and guesswork has no place in business to-day.

* * *

Watch Credits Closely Now

If there was ever a time when the retailer needed to watch the extension of credits closely, it is the present. The reason for this is quite obvious. There have been a large number of people earning big money at munitions and other war work whose incomes will be considerably reduced by their return to other employment. Many of them have got into the habit of spending right up to the limit of their enlarged income of the past few years and will find it difficult to alter their habits. The result is that there will be many requests made to retailers for "time" on current bills. Dealers want to exercise the highest degree of judgment in the matter of extending credit. When in doubt, it is the best policy to play safe. The man who is not able to clean up all his current bills from his wages one week is less liable to be able to do so next week.

Make an investigation of the reliability of each applicant for credit before selling them goods on this basis. Set a definite time for payment of accounts and if each bill is not settled at the time specified cut them right off.

Merchandising Suggestions from Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

MERCHANT EDITOR PRINTS PATRONS' SUGGESTIONS

A NEBRASKA dealer in a city of about 8,000 is thoroughly demonstrating the value of the store paper as an advertising medium. His publication is a bright little affair, the editorial pages abounding with good, wholesome logic, interspersed with sprightly humor. The style throughout is such as to command a careful reading of each issue.

A peculiar feature of this little paper—and one which adds materially to its local interest, is that the suggestions advanced do not represent solely the ideas of the editor, for every edition contains at least one contribution from an outsider. Of special interest was a recent contest conducted through the pages of the paper. The choice of any $35 rug in the store, or a $35 credit on a higher priced rug was offered to the woman who could contribute the best short article, telling what commodity in the furniture line had proved the most desirable addition to her home equipment, describing, of course, the particular feature of such article which she considered specially commendable.

Anyone can readily understand the tremendous advertising value of such contributions from consumers themselves, and it goes without saying that the money expended on this little scheme proved a worth-while investment.—Grand Rapids Furniture Record.

KITCHEN CABINET SALES PROFITABLE

Concentrating extra attention upon the sale of kitchen cabinets at the present time is good business. No woman can do her work in the kitchen to the best advantage or can hope to economize on foods if she is not provided with the proper appliances any more than an office can be operated efficiently and economically without filing cabinets and the like. Dealers should bear these facts in mind and have their salesmen talk more about the cabinet itself and less about the price of it if their desire is to make the selling of kitchen cabinents a profitable and easy task. There is another point in pushing the sales of kitchen cabinets that many dealers have overlooked when they advanced the argument that there was not enough profit in selling kitchen cabinets to warrant so much attention being centred on this end of the business. Say that a merchant spends considerable money and time featuring furniture lines that have a large margin of profit on the individual article. For instance, cost $50, selling price $100. He thinks this a wonderful sale because he makes $50.

He has other articles, among them kitchen cabinets, that he pays, say, $22.50 for and sells for $36. These he thinks are not worth featuring. He forgets the fact that the article that makes him a $14 or $15 profit is in many instances widely advertised, and it turns over so rapidly that he can sell twelve to fifteen of them and make $225 gross profit while he is selling one of the articles that he pays $50 for and sells for $100. —Chicago Furniture Journal.

MUST INDUCE CUSTOMERS TO BUY

Some retail merchants—and the furniture dealers are on the list—seem to think it strange that so much of the business that should come to them, goes to others, and in this way deprives them of so many sales for merchandise that is or should be found in their stores. The term "should be" is the main reason in many cases why they do not gain these lost sales. There is a sound reason why these are turned to other channels. From past experiences their customers know that often it is not possible to get what is wanted in these stores, and they have quite naturally gone to other places where there was a certainty of obtaining just what was wanted.

If we want to make our business grow we must have a reason for this that will be of value. We cannot hope or even look for the larger sales when there are so few inducements offered the trade in the stock selection. Go to some furniture dealers and what do we find? There is a small, incomplete and limited selection of furniture specials and household lines, that do not offer the better class of trade anything worth while in the matter of a choice selection. The lines are such as to please some people; the kind who are not eager for either selection or for the class of merchandise they buy. But there are others, the discriminating kind, who are not satisfied with ordinary styles, and who are sure to go where there is a stock that is both modern and complete, where the stock is inviting and that will give the customers a reason for seeking such stores.—The Furniture Worker.

THE RETURN PRIVILEGE A BIG LEAK

In cutting costs of doing business, department stores are turning their attention toward the greatest leak in their administration—the return privilege. Great progress has been made in Boston all along this line by united action of the department stores. Returns are encouraged to a large extent by the prevalence of the charge privilege, women finding it very easy to return goods after they have been charged and ordered, when it is simply a case of goods being credited on their return. The furniture department is a sufferer from the return privilege. Cases are cited where fine furnishings have been ordered, possibly before the giving of some social function, when they are afterward returned. Several months ago a woman bought a hall runner. Recently it was brought back to the store badly soiled and torn at one end, as if by contact with a frequently opened door. In this case the customer contended that the merchandise was defective and insisted upon a new runner. After an hour's argument the store made a concession and agreed to remove the torn part and fix the runner up in the best possible shape. This decision was strenuously objected to by the customer, who insisted that a new runner was due her.—The Furniture Trade Review.

BELIEVE IN OCCASIONAL SPECIAL PRICE

Big western furniture house finds the occasional special price is a big factor in attracting other trade—Sales sheets show advertised articles frequently followed by big sales—Arrangement of the store to show goods to advantage

A western furniture company visited by the writer are quite extensive advertisers in the local papers, and follow the practice in their advertising of quoting occasional special prices, and find that it is a valuable method of attracting customers to the store, where an opportunity is presented of selling them additional goods.

"We frequently have instances illustrating to us the part that special prices play in putting us in touch with customers and in helping business generally," stated the general manager of the retail department of the store to a representative of the Canadian Furniture World. "At least," he continued, "the fact that an advertised article is first on a big list of goods would seem to indicate that such as true. Quite often I notice that a $4 or $5 article that has been advertised in the local paper is first on a sales slip, and perhaps the total bill may run up to $70 or $80. No doubt they would have bought the goods anyway, but it is a question whether we would have got he business."

Work Windows and Ads. Together.

The display windows are found valuable sales creators, and play nearly as important a part in attracting customers to the store as newspaper advertising. "We make a practice of working the windows and newspaper advertising together, "said the manager "and find this plan of co-operation productive of the best results. Not infrequently do we find direct results coming in from each." A good deal of attention is given to the arrangement of windows, and some attractive sales producing displays are turned out.

The retail store of this furniture company is a large one, with the various departments well arranged. The basement is given over to baby carriages, iron and brass beds, springs and mattresses, kitchen furniture, cheap chairs, and rockers.

The main floor is used for the display of lines it is desired to feature, and the character of displays is frequently changed. This is the floor that customers see when they enter the store, and thus the value of having varied displays that will attract attention and arouse interest. The lines that are generally shown on this floor are library and den furniture, parlor goods, music cabinets, ladies' desks, book cases, and similar lines.

Show Furniture Suites of Rooms.

The second floor is used for the display of dining room furniture, parlor furniture, and tables. A feature of this floor is that one side is devoted to sample furnished rooms showing a complete suite of rooms furnished. This is found to be of a good deal of advantage in making sales. Many customers do not seem able to size up the requirements for a room or a house, and this method of display assists them materially. It also tends to increase sales, for people will frequently buy additional lines when they see how well they work in with the articles they had decided on. This is shown by the fact that one man who came in to select furnishings for a house looked over the arrangement of the entire five rooms, and found they appealed to him, so he gave an order for the entire five to be duplicated in his own house. If he had been picking out the goods one at a time, it is probable that he would not have purchased near as much.

Carpets, linoleum, drapery goods, and bedding are shown on the third floor, a photograph of which is reproduced here. It will be noted that the department is artistically laid out. Rugs and carpets are draped in an attractive manner in the foreground. Along one side extends shelving for carpets, while displays of linoleum extend down the other, with the drapery department at he rear. The floor is large and well lighted, and allows of the advantageous display of the various lines.

On the fourth floor is shown office furniture, bedroom and hall furniture.

THE IMPORTANCE OF DESIGN IN FURNITURE

If the design of a piece of furniture is good, that is, if it appeals to the buyer, a favorable first impression is made and the sale is begun in the mind of the buyer. If this same piece of furniture is comfortable a much more favorable impression is registered and the sale progresses. If in addition to being well designed and possessing features that make for real comfort a piece of furniture offers advantages of considerable utility (let us say double utility as in the case of a bed-davenport) three very strong reasons for exchanging money for the piece of furniture have been offered. Now if this piece of furniture is priced so that the person buying considers it a "good buy," the appeal of economy is presented and another strong impression is registered.

And the sale is made.

But, supposing that the first favorable impression had not been registered? Chances are that the sale would not have been made, because risistance instead of an appeal would have been the stronger. But supposing that you insisted that the prospect consider the furniture, in spite of the poor design and poor first impression, and supposing that comfort, utility and the economy of buying it were as strong as in the first case. If the sale could finally be "put over" would it be a really satisfactory purchase?

Design is wonderfully important in furniture. Because that first favorable impression must be present or there is too much resistance to make a profitable sale.

That is not saying that poorly designed furniture is not sold in abundance. It is, and will continue to be sold. But, the future of the furniture business, because of our growing intelligence, because of our increasing and expanding educational facilities, is more or less tied up with better designs than we have heretofore manufactured and sold.—The Couchmaker.

BUILDING *for* SUCCESS *in the* RETAIL BUSINESS

Some up-to-date pointers for those engaged in the retail furniture business, from a successful sales manager

SOME time ago I read a book written by George Ade— one of those little, short books of his. It was the description of two men in a business partnership. One of the men was an optimist, and the other a pessimist; one handled the exchequer—the things coming up in the way of cash—and the other fellow was at the door with the glad hand all the time, and expressed pleasure and good fellowship when anybody came in. Together they had amassed quite a nice sum of money, and of course each one took it upon himself to be the cause of the success of the partnership. The grouch thought his good business ability was the cause of their success, and the other fellow said, "Grouch is always back there, back of the counter, and he isn't a part of the issue—why, I am the fellow out on the line all the time—I am the fellow." They came to the division of profits. Each one thought that he should get the major part, so they decided to quit partnership.

Two Types Portrayed

The grouch opened a store and every time a salesman would come in to sell him a bill of goods he considered it an insult to be approached in this manner. The result was that he had a very small, limited assortment of goods on the counter. If a customer came in to make a purchase he had to see the cash before the purchase was made. He was taking no chances. He ran his business to suit himself, and if the public didn't care to do business his way, no business was done. He spent his entire time at his desk, gradually closed up in his shell, lost sight of all outside conditions, and the result was that he lost his entire business and wound up in the bankruptcy court.

The other chap was the hale fellow, well met type. All the salesmen from all over the country realized that they could secure an order any time they called. His shelves were jammed with all kinds of goods. He spent his time going around to the country fairs. Any customer could get credit, the sky was the limit. Of course, the result was just the same in his case as in the case of his partner. The two of them met in the bankruptcy court.

They had enough wisdom left to realize that each needed the other. So they went back into partnership again and handled their business successfully.

Study Your Own Qualifications

I think we all owe George Ade a vote of thanks for that article. It contains the fundamental principle upon which you gentlemen will have to run your business. It is not sufficient that you are an economist pure and simple in everything that you do, because if you are only looking to the economics in your business, it will soon close up within itself and die of dry rot.

On the other hand, you must not operate your business on the basis of hale fellow, well met, and forget the business end. The operation of your business is just exactly the same in principle as that of an architect who designs a building. If he is the right architect, he will see that the steel beam is strong enough to carry the load and not too heavy for its duty. In other words, the building will be strong, but it will be built to the requirements and not be overdone. Each one of you should study your own qualifications. If you are the business getter, the promoter of sales in cars, accessories, shop, etc., then you should have at your right hand a business man who can at all times check up and tell you whether or not your business-getting is being done on a profitable basis—a man who also can control the leakage.

Let me give you this picture: Two identical buildings can be side by side in the same town and on the same street. They can both do the same volume of business. One can be operated at a profit, with satisfied customers, and the other can be operated at a loss, with dissatisfied customers. Facilities for the doing of business are one thing, but the training of your organization is a job which is never completed, and unless it is constantly having attention from the management the business is not living up to its true efficiency. See that in your business the two elements are properly cared for—expansion of business and contraction of expenses, both intelligently handled.

Learn Principles of Business

This principle is perfectly plain to me, because I have been over the road. I have had the experience. It is unfortunate that human nature is so constituted that we do not thoroughly realize truths until they have been brought home to us by actual experience.

When I was a boy at home I remember distinctly that my father laid before me many axioms which were common sense principles, but which I did not fully realize until I had gotten out in the world, gotten experience and been knocked around a little bit. Then these truths were brought home to me, I remembered, and I understood what he had in mind when he gave me those instructions. I remember at one time a successful merchant made a remark to me which I then did not understand but which excited my curiosity. He said, "If I had your years and you had my experience, large results would be obtained." In other words, he wanted to start over again in life with those principles back of him but instilled and hammered home by experience. The wise man, however, is the man who examines the principles of business and tries to grasp and learn them as rapidly as possible. If you have the experience back of you, you will realize the value of my warning. Watch two features in your business—expansion of sales and the proper control of expenditures.

Chart Your Business

Every owner or manager should have drawn up a chart of his business. Every man in the institution should know to whom he is supposed to report. Each employee should know what his duties are and what the company expects of him. Each individual should be trained to assist in the getting of business and to abhor the wilful waste of money. When you have done this in your organization and have learned how to handle your men properly, then you have established yourselves as managers.

LEADERSHIP

By J. RUSSELL PONTIFEX, Ottawa.

THE glorious success of Canada's fighting men will fill some of the brightest pages in Britain's history of the world war. Under Gen. A. Currie our men have won so-called impregnable positions and proved themselves fighters second to none.

Here lies a lesson for the Canadian merchant. Our men, taken from the store, the office and the factory, had to face a nation of fighters trained to fight from childhood. So successful were their efforts that the mighty Hun grew afraid of the men from Canada.

This result was achieved by leadership. Just what leadership means we are apt to forget or underestimate.

The men in the trenches are useless without the artillery to support them, but the artillery must get ammunition, the men must be fed, the wounded attended to, reliefs be made, roads repaired, railways laid and reserves be arranged for in case of attack.

Every man must have a place and every place its man.

A successful leader must see to it that nothing is overlooked. He must know that every man is trained in and understands his particular job while he himself must be able to make quick and accurate decisions to meet the ever-changing conditions.

Mr. Merchant, are you a leader worthy of success? Can you ask your staff to follow you along the road in the full knowledge that they will do so and be proud to follow where you lead? Are you laying plans like a general, training your staff to fill their positions to the very best possible advantage?

Are you, as a buyer, getting full values for your customers, or are you merely placing orders without any regard for the price or quality?

Are you grasping the latest methods to attain success or are you satisfied to make a comfortable living and let the rest go?

Remember that the world has no use for the general who fails or the merchant who has to make an arrangement with his creditors. Both of these men drop out and become nobodies.

For Canada's sake, for your own sake, be determined to win. Make 1919 a banner year. Prospects were never brighter, or success nearer than it is to-day.

The time you spend making plans and sowing for a future that shall mean a record harvest, is time well spent.

Your country needs your efforts. Shall she call in vain?



Attractive hall and dining room, interior view

(Cut through courtesy of Dupont Magazine)

For the Man Behind the Counter

A Department of Salesmanship

USE ART IN SELLING THE CUSTOMER "SOMETHING ELSE"

To sell the customer something in addition to that for which he came into the store to buy has always been considered the test of a good retail salesman. It is called "Rotating the Sale."

The following editorial from Printers' Ink is interesting in considering this topic, not only because it suggests the use of art in this matter but because it shows evident anxiety for the power of national advertising in creating good will for a line and for a store:

"In any discussion on retail salesmanship it is usually pointed out that a clerk is missing an opportunity when he neglects to rotate the sale, or, in other words, when he does not try to sell the customer more per things that he had no intention of purchasing when he went into the store. Whether or not this is a good policy is an open question. There are at least two sides to it. Much has been said in favor of it. It might be advisable for manufacturers to give some consideration to the other side of the argument.

"Many shrewd retailers go so far as not to allow their clerks to rotate sales. Others permit it only within very carefully prescribed limits. These retail merchants claim that the average person resents being led on to buy more goods. They say that most clerks are not capable of suggesting additional purchases without giving offense and that many customers are lost in this way. These retailers contend that many buyers are easily influenced and can be readily induced to buy things which they later regret. Other buyers are sensitive and must be handled with greater delicacy. Unless the clerk is a good judge of human nature, he may try his salesmanship on the wrong person and thus lose a patron for the store.

"It is a growing practice in many good stores to let the customer do the buying. No open attempt is made to 'sell' him. It is the business of the establishment to cater to his wants, after they have been created by the advertising of the manufacturer plus the advertising, merchandising and displays of the store.

"This does not mean that the clerk is being made an automaton with no chance to exercise his selling ability. Quite the contrary, the new methods call for a higher order of ability. Rotating the sale and influencing the mind of the customer are still done, but so cleverly that the buyer is not conscious that he is being 'sold.'

"Displays are arranged so as to help the clerk suggest an additional sale. When a person buys one, the display itself suggests other articles in the same line. The clerk may help along the idea by putting his hand on the article and at the same time look questioningly at the customer. The up-to-date merchandiser is a veritable genius at arranging displays in this fashion, so that the clerk can use his selling skill without giving offense.

"The well-trained retail salesman leads his brief conversation on until the customer actually asks for the thing the clerk wishes to sell him. Suddenly the buyer finds himself saying, for instance, that he has trouble making his tie run in his collar. Whereupon the clerk shows him a little device for overcoming this very difficulty. Price only fifteen cents. Many merchants have their salespeople suggest just one other article after the original purchase has been made. The clerk must use his judgment as to what it will be. It is usually suggested by the conversation of the customer.

"So it seems that rotating the sale is anything but a questionable practice, if it is done tactfully and courteously, according to the newer methods. Manufacturers cannot be too lavish in giving this sort of information to the great rank and file of the retail trade. It is selling help of the most practical sort."

PITHY POINTERS FOR THE DEALER

The window display that is not the embodiment of some specific idea is not a display that will produce a hundred per cent. of its possibilities.

The more you practice the making of show cards, the better you will become at the work and the more cards you will have and use.

Economy in store management is a fine thing when it does not go so far as to become stinginess. Learn where the line should be drawn.

A carelessly operated store will have small profits whether it has quick returns or not.

The store with a definite policy and a popular policy is a store that will be popular because people will know what to expect from it.

The dealer must be guided by his own peculiar circumstances in his effort to put his business on a cash basis. The present time would seem an exceptionally favorable one for this, because he has behind him the educational work being done along these lines by every other sort of merchant in the country.

The proper time to take a stand is at the very first. It may seem harsh to refuse accommodation, but then is the best time to take the step. And, to collect accounts a personal call at the home is the best method.

MAKE GOOD WHILE THE BOSS IS AWAY

A GOOD many clerks regard the absence of the boss from the store as an opportunity for taking it easy. This is altogether a wrong attitude and one that is only adopted by the listless and unambitious. One who is inclined this way is not apt to ever be successful.

The clerk who takes a real interest in the business and is ambitious to demonstrate his own worth, puts forth even greater effort when the boss is away, be it for only a few hours or on a lengthier absence. It gives him an opportunity to rely on his own initiative and ability and to really develop and learn to assume responsibilities. These are all things that make him worth more as a clerk.

When the boss goes away, make it a point to put forth your best efforts in his absence.

KNOBS *of* NEWS

Sutherland & Son, furniture dealers and undertakers, of Welland, Ont., have dissolved, G. F. Sutherland continuing.

Work is to start shortly for furniture building on Louisa St., Toronto, for T. Eaton Co. Ltd.

A contract has been awarded for repairs to factory of Alaska Bedding of Montreal, Ltd., costing $8,500.

The Acker Furniture Co., 236 Danforth Ave., Toronto, contemplate the erection of a furniture store next spring.

Capt. Stanley S. Ball, C.A.M.C., O.C., of Whitby Military Hospital, and youngest son of R. J. Ball, M.P.,



W. A. WRIGHT
Prominent furniture dealer of Port Arthur who passed away last month.

of the Ball Furniture Company, of Hanover, Ont., was married on Christmas Day to Miss Ida M. Oldham, B.A., of Toronto.

Robert Nugent, furniture dealer and undertaker, of Lindsay, Ont., passed away early in December in his 62nd year. He was born in Victoria County and after some years on the road, entered business in his home town.

It is reported in the local press that the T. Eaton Company have secured the present site of the Adams Furniture Company, of Toronto, and that the latter firm will erect a new store on the southeast corner of Yonge and Shuter Sts. Mr. Charles S. Coryell is president and general manager of the Adams Company.

The Murray-Kay Company, of Toronto, have opened a furniture section at their store on King St. E., in the premises adjoining their old store. Gift furniture was shown in this section at Xmas time.

JANUARY EXHIBITIONS FROM JAN. 13 TO 25

For the January Exhibitions from January 13 to 25, manufacturers have prepared bigger and better exhibits, making it well worth while for retailers to visit them. Many new lines will be on display by the various manufacturers.

The Stratford Exhibition

Stratford manufacturers have been putting forth every effort to surpass previous showings. Arrangements have been made to look after visiting retailers in the same hospitable manner as other years both in regards to accommodation and entertainment. The Stratford Furniture Manufacturers have equipped a Club Room which is open at all times to visiting furniture dealers and which will be found of great convenience at exhibition time.

Kitchener-Waterloo

The manufacturuers of Kitchener and Waterloo are also doing their best to make this year's exhibition stand out in point of interest. They are operating on the same plan as other years, most firms making displays of their products in their own factories, while a number of Kitchener firms will display in the Auditorium on Queen Street South.

Exhibitions in Toronto

The Canada Furniture Manufacturers Limited, are putting on a special display as usual at the permanent show rooms on King St. E., Toronto, while the Gold Medal Furniture Company have a splendid showing of both their furniture lines and phonographs at their factory. A special display is also being made by the Ideal Bedding Company at their plant on Jefferson Ave. The Canadian Mersereau Company Ltd., of Toronto, will exhibit their line of brass beds in their showrooms at 81 Florence St.

Some out-of-town firms will also show in Toronto. At 215 Victoria St. there will be displays by the Andrew Malcolm Furniture Co. Ltd., and the F. E. Coombe Furniture Co. Ltd., of Kincardine, Ont. At 55 Bay St., there will be exhibits by the North American Furniture Co., The National Table Company, and the Owen Sound Chair Company, all of Owen Sound, as well as the Renfrew Refrigerator Co. Ltd., of Renfrew.

INGERSOLL FIRM CHANGES NAME

The style and firm name of J. P. Albrough & Co., of Ingersoll, Ont., has been changed to the Life Long Furniture Co. They manufacture high grade Chesterfields and do re-upholstering for the trade.

C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.

MANY FURNITURE MEN ELECTED TO OFFICE

Many Ontario men connected with the furniture trade were honored by election to municipal office this year, indicating the high place which they hold in the esteem of the public which they serve. Among those elected were the following:

Reeve—W. H. Manning, Coldwater.

Deputy Reeve—J. P. McCammon, Paris.

Councillors—Wesley Walker, Goderich; C. P. Turner, Milton; R. A. Currie, Wingham; N. L. Brandon, St. Mary's; Frank Lenahan, Durham; F. J. McArthur, Cobourg; H. McKillop, Brampton; Chas. Puffer, Norwood.

Among the Manufacturers

Kincardine—James Malcolm of the Andrew Malcolm Furniture Co. Ltd., was re-elected mayor by acclamation. F. E. Coombe, of the F. E. Coombe Furniture Company was re-elected Reeve.

Orillia—A. J. Taylor, of the Orillia Furniture Co., was elected alderman.

Owen Sound—John G. Hay of the North American Bent Chair Company, was elected deputy reeve.

Southampton—C. M. Bell was elected mayor of the town.

GENDRON LINES ON EXHIBITION

The Gendron Mfg. Co., have opened for the Furniture Exhibition season a sample and display room at 55 Bay St., Toronto, where they are exhibiting examples of all their new goods, including baby carriages, carriers and sulkies, in their latest styles and color combinations. They have also on display samples of reed furniture, upholstered in all the newest designs and patterns of chintz and tapestry. The company's Ontario travelling representatives are in charge of the exhibit, which will be continued until February 4.

PERMANENT EXHIBITION ROOMS IN TORONTO

Arrangements for permanent exhibition rooms in the Allan Building, 55 Bay St., Toronto, have been made by the North American Furniture Co. Ltd., The Owen Sound Chair Co. Ltd., and the National Table Company, of Owen Sound, and the Renfrew Refrigerator Co. Ltd., of Renfrew, Ont. The sixth floor will be used for this purpose.

CHESLEY MAN DOUBLY BEREAVED

On Sunday, December 15, Henry Ankenmann, of the firm of Krug Bros. & Co., of Chesley, Ont., was doubly bereaved, both his wife and son Raymond, dying from influenza-pneumonia within a few hours of each other. Mr. Christian Ankenmann, manager of the Chesley Chair Company, is a son and brother respectively of the two deceased ones.

NEWS OF THE FURNITURE TRADE

The Great West Furniture Store, of Regina, Sask., has dissolved.

The People's Furnishing House of Montreal, has recently been registered.

H. W. Cook, proprietor of the Riverview House, Fordwich, Ont., is completing a deal for the disposal of this hotel to a concern which will open a furniture store in the premises.

B. WALTER & CO., REPRESENTED BY A. B. CAYA

B. Walter & Co., manufacturers of table slides, Wabash, Ind., are represented in Canada by A. B. Caya, 28 King St. E., Kitchener, Ont., who recently succeeded to the business of the late Frank A. Smith.

HUMAN FACTOR IN FURNITURE BUSINESS

(By Col. David Carnegie).

While I have great faith in the possibilities of organization, and the provision of suitable machinery, to secure remunerative trade without unrestricted competition and for maintaining efficient production with co-operative competition, I also recognize that unless the attitude of the employers and employees is sincere in seeking to discover a community of interest in which each will find a fair return for their investment of capital and labor, the furniture industry or any other industry will not have that prosperous development for which we all hope.

I am convinced that a permanent union of interests can be established, where representatives of the employees and employers meet in conference, with the endeavor to find not only the means whereby methods of manufacture may be improved, but where the conditions of the workers, the number of hours they work, and the rates of remuneration they obtain, may be freely discussed with the honest desire to do the right thing for employers and employees. Such meetings, where human contact is established between masters and men, must be productive of permanent good.

NEWEST DESIGNS

We are preparing a supplement to our regular catalogue which will contain many new and up-to-the-minute designs. Our revised price list will also be ready for distribution shortly.

We aim to make every chair turned out by our factory a source of pride to us and to you. That is why so much care is given to finishing and other details.

THE
North American Bent Chair Co.
LIMITED
Owen Sound - Ontario

DEPOSITS ON GOODS

Though a retailer may have the best of intentions, it is often that his store makes enemies through a misunderstanding on the part of customers who make a deposit in connection with a request to have goods held, and a bulletin from the National Vigilance Committee of the Associated Advertising Clubs suggest that store good-will is often destroyed through a failure to make customers, and especially women, understand that when a deposit is made, this amounts to a contract on the part of the customer to take the goods.

From various communities where there are local vigilance committees, the National Vigilance Committee has had reports of trouble arising from misunderstandings of this character.

"Can you hold this for me?" the woman asks.

"Yes, if you will make a deposit of ——," says the salesman, naming the amount to her.

That is all there is to the conversation in too many instances. The salesman presumes that she knows that when she makes the deposit, she enters into a contract to buy, but that is often a violent presumption, says the Vigilance Committee. In a large number of instances, women return, announce that they have changed their minds, and ask for the return of their money.

Many such cases come to the attention of local vigilance committees, for the committees advertise that they are prepared to receive complaints from persons who feel they have been mistreated. In such cities, the committees, of course, take the part of the merchant, but even where there is a vigilance committee on the job, some customers still feel that an exception might be made in their case.

The vigilance committee suggests that one certain way to insure that all customers will understand the terms of such sales would be to print a special receipt for payments of this kind, the receipt to set forth the fact that unless the goods are taken by a certain date, the cash deposit will become the property of the store.

Greater Publicity for

DU PONT FABRIKOID
REG. U. S. PAT. OFF.

in 1919



THE advertising that Fabrikoid will have during 1919 is a matter of interest to all who make or deal in furniture.

Through newspaper advertisements, street cars, display cards and other practical sales methods, we are bringing Fabrikoid conspicuously to the public's attention this year. This will benefit the furniture manufacturer by creating an ever-increasing demand for Fabrikoid. It is therefore "up to you" to see that your stock of Fabrikoid upholstered furniture is increased to take care of this demand. We believe that 1919 is going to be a record-making year for the furniture trade. We believe that you will sell more furniture than ever. The advertising of Fabrikoid will this year establish it more firmly in the mind of the public as THE MOST SANITARY, ECONOMICAL, SATISFACTORY upholstering material.

You will therefore be well advised, when placing orders for your stock, to specify that it be "Upholstered in Fabrikoid."

THE DU PONT FABRIKOID CO.

Factory and Sales Office: NEW TORONTO, Ontario.

SMITH'S FALLS DEALER COMPLETES IMPROVEMENTS

J. J. Marsh, of Smith's Falls, Ont., has just completed improvements to his building which will greatly improve his furniture store and undertaking establishment. He lowered and rebuilt the foundation and laid a hardwood floor in the furniture section.

The adjoining store has been taken in and is being converted into a funeral chapel. A Delco lighting system has been installed.

H. E. KITCHEN CABINETS WAREHOUSED IN WINNIPEG

In order to give better service to their Western customers, the H. E. Furniture Co. Limited, of Milverton, Ont., will, after January 15, warehouse several lines of kitchen cabinets in Winnipeg. D. McIntyre, 316 Florence Ave., Winnipeg, will be in charge.

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade
SPECIAL ORDER WORK

Life Long Furniture Co., Ingersoll, Ont.

Talking Machines in the Furniture Store

GET AFTER RECORD BUSINESS NOW

THE present is a time when selling effort behind records will be found productive of particular good results. Many phonographs have been given as Xmas presents and usually not a very large selection of records is included. The owner of the new machine will want more records and it is the dealer that suggests the matter to him that will get his business. A person naturally is greatly interested in a machine when they get it first and accordingly is the best possible prospect for records.

This is also a good season for general business in records. People spend a good deal of their time indoors and if they have a phonograph they will want some new selections for it. Use window and ad. to boost this department now.

GOOD RESULTS FROM COUNTRY CANVAS

In a talk with the editor of The Canadian Furniture Journal, W. S. Carr, of Niagara Falls, Ont., who handles musical instruments, stated that he gets good results from personal canvas among farmers right at their own home. He keeps a salesman with a horse and light wagon on the road continuously. Two machines can easily be carried and a trial given to prospective customers right in their own homes.

"When you get a machine right in the customer's home and allow the family to hear a few good appealing selections, you have made an appeal that is a sales creator. When a person has not had a machine in their home previously, they regret to have it go," says Mr. Carr. "It is quite often the case that people who did not care to even have you bring the machine in, cannot resist wanting to buy it when you get it there and play a few good selections. Anyway, there is generally some member of the family who wishes the machine to be retained and who helps you in making a sale."

MIRROR FOR SHOWING MOTOR

One manufacturer at the Canadian National Exhibition last fall had a novel method of showing the operation of the motor out of a phonograph to patrons. It might well be used by the retailer for demonstration purposes. The motor was mounted on a framework with a mirror visible to the person underneath. By looking into the mirror the operation of the motor was visible to view.

NOVEL WAY TO ATTRACT PUBLIC

A dealer in talking machines in Toronto, in order to advertise his store and catch the attention of those passing, has the cellar of his store arranged so that a machine can be placed near the cellar window facing the street, and it is kept in operation with the window open. Naturally it serves to interest many people.

HANGING THE KAISER WITH A PHONOGRAPH

During the celebration of the signing of the armistice, a Toronto dealer arranged a moving feature in his window showing the hanging of a miniature representation of the Kaiser. A rope was suspended about his neck and the movement of pulling him continuously up to the cross piece was performed by the cord being attached to one side of a moving platform of a talking machine. It alternately tightened the cord and let it loose.



A real attractive display of phonographs that will offer suggestions to the dealer

NOTHING stands still—and the Furniture Trade is no exception!

ANY house that feels satisfied with whatever it HAS and refuses to try and create NEW customers is slipping back!

A buyer CANNOT hope to find the best opportunity in a house that is no longer putting forth its very best efforts to make MORE friends!

If YOU want to make MORE friends and expand your business along progressive lines, OPEN A PHONOGRAPH DEPARTMENT, and if you believe that it IS more important to have the customer satisfied than to merely have a record on your books of a sale—be SURE to write us for our latest confidential Booklet, "A Word With You," for it gives you ALL the particulars of the FINEST phonograph made, the

Pathéphone

*"So far remote from the commonplace in Phonograph making that it offers many extraordinary talking points and service features and places it in your customer's hands as THE FINEST PHONOGRAPH MADE, NOT IN **ANY** CLASS EXCEPTING ITS **OWN**"*

Pathé Frères Phonograph Sales Co.

4-6-8 CLIFFORD ST., TORONTO

DISTRIBUTORS

Ontario—Pathe Freres Phonograph Sales Co., Toronto.
Quebec—Pathe Freres Phonograph Sales Co., Montreal.
Manitoba, Saskatchewan, Alberta and British Columbia—
R. J. Whitla & Co., Limited, Winnipeg, Man.
New Brunswick, Nova Scotia and Prince Edward Island—
H. L. Hewson & Son, Limited, Amherst, N.S.

AGENTS WANTED EVERYWHERE

BIG TRADE FROM RETURNING SOLDIERS

They are good prospects for machines—Have learned to appreciate the value of the phonograph while at the front—Will be interested in records that call to mind their fighting days—How to go after this business best

MANY talking machine dealers have been using in their advertising the slogan, "Keep the Home Fires Burning—with a talking machine by the fireside to play the tunes that your boy loves to hear on the battlefront across the sea." This was good business, and it helped to sell some machines.

Now, however, that the boys have put over the job laid out for them and are about ready to return to their homes in America, the slogan quoted above is out-of-date. The thing for the talking machine dealer to do now is to advertise AT the soldier boys instead of ABOUT THEM.

The Reasons for Trade From Them

This brings us down to the main point of this article—that the talking machine business is going to be unusually good from now on, and returning soldiers are going to be among the best purchasers. This is true for a good many reasons.

In the first place, it is generally agreed that out of the melting pot of our army organization will come an army of civilian-idealists. Men who were poolroom loafers on one extreme and men who were society-idlers on the other extreme are coming back from Europe with a new conception of what constitutes a happy existence. They are going to want to get to work doing something useful. They will get married, build homes for themselves, and they will want to stay in these homes. This is not a mere prophecy by one individual. The greatest thinkers and students of economy in the country say that such a condition will prevail.

Music Essential to Home Life

With the desire for a home comes the desire for the things that make home life really worth while. Music is one of them, it is an essential, and the soldiers have learned to appreciate this fact. Many of them, yes thousands of them, listened to talking machines when in from the front line for a rest, and learned for the first time how cheering good music can be, what a source of inspiration it is. These men will all want a talking machine in their homes, and if the dealer advertises to them in the right way selling them will be an easy task. Besides the unmarried men who will come back and take wives and build homes, there are thousands of others who will be talking machine prospects when they get back into civilian life. These last mentioned are the soldiers who married on the eve of departure for the front, and who will set up homes of their own as soon as they return. They, too, will have learned that a home is not complete without a talking machine.

Appealing to the Returned Men

Naturally soldiers who have been over there fighting for their country will feel a pride in their achievement, and will be interested for a long time in anything that calls to mind their fight on the other side. For this reason the best kind of advertising to get the business of the returned soldiers will naturally be advertising that refers to their life as soldiers. The idea here is the same as that used for advertising to the parents of the boys while the war was on. Everyone is familiar by this time with the way in which thousands of ads. coupled up selling goods with winning the war.

The thing to do now is to couple up the peace era with renewed activity in selling. Headlines like this would be good for advertising talking machines to soldiers: "The songs you heard over there can be heard in your home over here, on the Blank talking machine; start your home right; put music there the first thing"; then give terms, etc. Or: "You remember how much fun you got out of that talking machine in the Y hut in France; come to us, and let us tell you how you can have an instrument in your own homes on easy terms." These two suggestions are just to give the idea. Any dealer who is awake can frame up attractive ads. that will get the attention of soldiers starting new homes as they get back into civilian life.

Publicity Will Pay

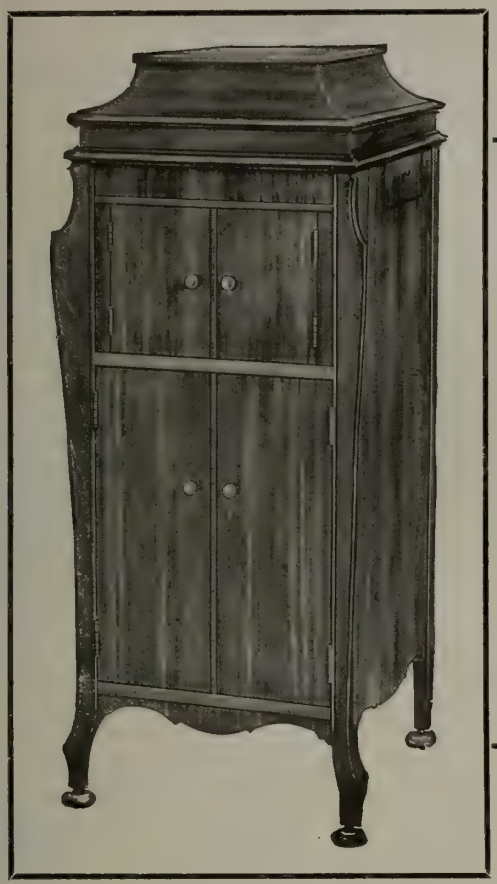
Some dealers may contend that not enough soldiers will be released in their town to make such advertising pay. Many thousands of soldiers will be released each month from now on, from all sections of the country. Some of them in your town are bound to respond to the kind of advertising mentioned. Besides, such advertising will be read by others than soldiers, because it will appeal to the popular taste, and hence it will sell machines to many persons not soldiers. It's good publicity.

Such ads. as those mentioned can appear over a period of several months from the present time on. The soldiers will not all be back for at least a year, or two years, perhaps.

Speaking of soldiers being good purchasers, there is another thing in this connection to remember, and that is that soldier-civilians will be good "risks." They have learned the value of economy and have been taught discipline and a sense of duty which will make them desire to meet their obligations promptly.

It has been stated that the soldiers will not be the only ones to whom the kind of advertising spoken of will appeal. Another class that will read these ads. and buy talking machines is the Bond holders. During the war it was patriotic to hold on to bonds, but now that the war is won many people who have wanted things like talking machines, but who never could save up enough to buy them, may be inclined to dispose of their Bonds and purchase things for their pleasure that they have long wanted. A different "twist" can be given to advertising to cover appeals to this class.

All things considered, it looks as if the dealer in talking machines had the greatest opportunity ever to "do business" for the next year or so with so many new homes being started. If he is alive, advertises in the right way, and gives his prospects the proper attention, he simply can't help getting the business. It's here, and the live dealer will get it.—By Courtenay Harrison, in The Talking Machine World.



Phonola Prospects

are the Brightest

Thinking dealers have good reason to part company with those who bewail looked-for depression, Canada's foundations—agriculturally, financially, and socially—were never so strong as they are now.

We've learned to finance our own undertakings. The nations of the world are our customers. There's room for millions more people in our land—and development work for them to do.

Musically, every home now is beginning to see the necessity of music. The returned soldiers, in settling down, will create thousands of new homes, and they all know that life without the phonograph is impossible.

PHONOLAS and PHONOLA RECORDS will be sold on a bigger scale than ever. Are you a Phonola dealer? The line includes a design for every taste and a price for every purse.

And remember PHONOLA RECORDS. Write for the monthly lists of new records.

The Phonola Co. of Canada, Limited

KITCHENER :: CANADA

MUSIC A NECESSITY

By H. Addington Bruce

MOST people regard music as one of the luxuries of life. Actually it ought to be regarded as a necessity.

Some sort of musical instrument—piano, organ, violin, harp, or automatic music-producer—should be in every home. And it should be used, not left to accumulate dust.

Get music—good music—in the home, and life will run more smoothly and pleasantly for every member of the family. It will run more pleasantly because there will be less liability to strain and nervousness, greater ease of adjustment in the family relations and greater individual health and efficiency.

Music, that is to say, has splendid tranquilizing and energy-developing effects.

In a Boston newspaper the other day there appeared an interesting announcement.

It was to the effect that during the annual examinations at Harvard University there would be a brief organ recital at Appleton Chapel every morning before the day's examinations began. Students were invited to these recitals.

The suggestion was made that by attending them they could more easily overcome any nervousness they might feel regarding the examination ordeal and would be better able to do justice to themselves in answering the questions put to them.

There is plenty of precedent in medical experience for this curious use of music as an aid in gaining control of mind and nerves.

Many a nervous patient has been helped back to health by listening to music. In all first-class hospitals for mental disease, music is regularly used as a quieting, upbuilding agent. There are cases in which it has brought about remarkable cures.

A physician, traveling in Europe with a friend afflicted with melancholia and showing suicidal tendencies, found it impossible to improve his friend's condition until one evening they went to hear some Strauss music in Vienna. Then, to his surprise and satisfaction, the physician noticed that his friend displayed a slight revival of interest in life.

"I was not slow," he relates, "in following the indication. We became assiduous devotees to the divine art as represented by the waltz king. The faint dawn of intellectual life brightened.

"We gradually enlarged our scope, and included grand opera and other musical entertainments. From this time improvements were steady.

"The patient would sometimes relapse into apathy. But the fits of gloom became less frequent and of shorter duration, until the cure by music, happily begun in Vienna, was complete, and he returned home sane of mind and sound of body."

To those in perfect health, as to those nervously or mentally ill, music is equally helpful. Its greatest value comes from the pleasurable emotional states it creates.

No other art appeals so strongly to the emotions. The man who has learned to love music has within his reach an unfailing source of joy.

And the joy which music brings to him echoes through his whole organism, stimulating all the physical processes within him.

The food he eats is more easily digested, his lungs work better, the quality of his blood is improved.

From all this his brain benefits, being better nourished. Consequently he finds it easier to reason, to remember, to plan, to execute.

You say you are not fond of music? Learn to be fond of it. You can learn, and it is well worth the effort.

TO CAPITALIZE THE CAPABILITIES OF THE SALESMAN

We have all had the experience of seeing the manager of a store hover in the offing as a salesman was handling a customer, and indicate by every action that he, the manager, was in a nervous sweat for fear that the salesman might not be able to handle the deal even though it consisted merely of taking a couple of clean collars out of a box and getting the thirty or forty cents therefor. We have also seen the manager deliberately butt into the transaction and simply kill the pleasing impression that was being made by the salesman. Under both situations is is not hard to imagine just what the salesman is thinking and how he feels. If his feelings and his thoughts were put into execution, the manager would probably be a pretty sick man.

Managers Who Butt In

For the manager to butt in and assist the salesman gives the impression to even the most casual customer that the salesman is not competent and cannot be depended upon, probably an impression just opposite to that which the manager seeks to create. The time to train and coach salesmen is during the off-hours and not in the presence of customers. On this important subject "The Voice of the Victor" for October, had the following comments to make:

"When a salesman is really successful in his work he is so by virtue of his own personality and his own methods. Why then take the chance of spoiling sales by having a third party butt into the game?

Music Lovers Easily Offended

"Music has been called the language of the emotions, and while it has been called a variety of other things that definition will suffice for the present. In



Model 44 phonograph, manufactured by the Geo. McLagan Furniture Co. Limited.

any case, we all know that the music-loving public is made up quite largely of people who are essentially sensitive—and therefore easily offended.

"It stands to reason that if the salesman has been able to bring the customer up to the closing point he must have been able to establish some sort of sympathetic understanding and consequently it would seem that to introduce the credit man or the manager at this point would be more likely to result in a discord rather than in added harmony.

"We humans are not built according to the same specifications by a long shot. A credit man by the very nature of his business has to be of the cold type and there's something of the hard-shell crab about managers—otherwise instead of managing their business their business would soon be managing them. Neither of them will usually possess the infectious enthusiasm that is so necessary to the salesman. Circumstances compel them to be judicial rather than ardent—and there you are!

"It would seem then that the way to capitalize the capabilities of the salesman for all they are worth would be to keep the credit man in the office—with the door shut.

Cashing in on Friendliness

"The salesman is already on friendly terms with the customer and when it comes to the question of terms, references and so on there is a reserve fund of friendliness on both sides of the fence sufficient to withstand many jolts.

"Having progressed that far we may be pretty sure that the salesman is much less likely to put questions the wrong way, and when it comes to the real facts concerning credit—well—people don't pick up a Victrola and walk off with it, and the salesman will have ample opportunity to talk things over himself with the credit man long before the instrument in question is actually delivered to the customer.

"Selling musical instruments to music-loving people is not at all the same thing as establishing credit at a bank. Do you suppose it would add anything to the audience's enjoyment of an opera if the management put the box office on the stage?

"Personally, we think it would result in a considerable loss of appetite."

HOW ONE DEALER WINS TRADE

A western retailer who has made a success in business, gives the following advice as an example of how a live man succeeds. "Be your own chief gunner and your clerk's able assistant," he says, "by thorough training as you have been advised by others many times before, by coming in personal contact with all regular customers; meet them with the glad hand whenever and wherever place affords. There is nothing that reaches that spot in the inner man like a 'welcome handshake' when backed by your personality. ' I mean it,' a hand that speaks, that tells one you want him to be your friend and that he is welcome to your place of business whether he makes a purchase or not.

"Make more personal calls amongst your country customers. Take a few hours off once in a while and drive through the country among your friends, drive with them when opportunity affords, and I believe you will see your visits rewarded with an increase in your business from that quarter.

"Make friends of the children. Perhaps you think you have no time to spend with them, but take time, and when a child comes into your store, possibly sent there for some trifle, see that the boy or girl gets prompt and careful attention; use them so kindly that they will want to come back again. Make a child your friend and you have made a standing advertisement for you and your place. Do you stop to consider that by kindness to her children, you have reached some mother's heart; you have won a customer in her, and through her, the father? Try this experiment and see th eresults. It costs you nothing but a little attention."

GOOD SHOWING OF McLAGAN PHONOGRAPHS

Visitors to the Stratford Exhibition should not fail to visit the excellent display of phonographs arranged by the Geo. McLagan Furniture Company Limited. This company is very strong on attractive period designs for they have been designers and builders of artistic furniture for a third of a century and have also developed a machine of outstanding musical ability equipped with a universal tone arm which enables it to play all makes of records without additional attachments.



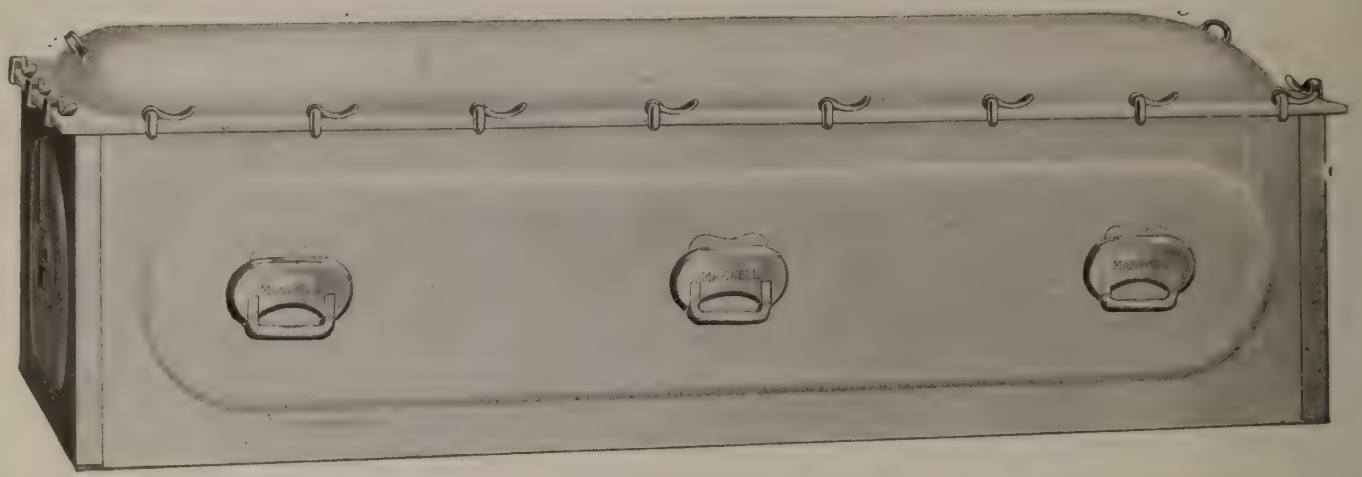
Model 39

Two attractive machines from the Geo. McLagan line.



Model 40

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

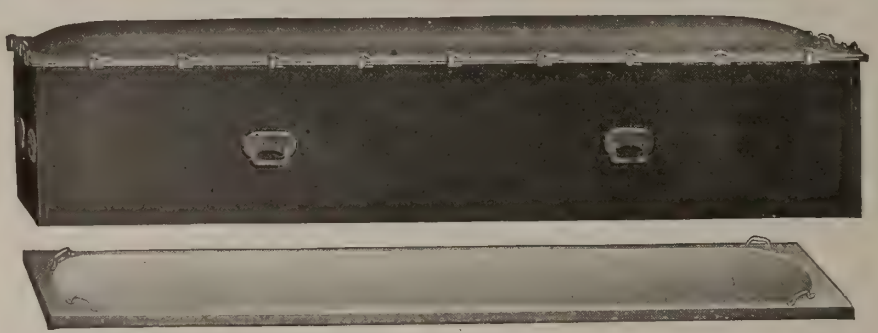
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $38.00; Without Tray $36.00; Tray Alone $8.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

SOME INFLUENZA-PNEUMONIA CASES

Appropriate subject for present day discussion— How to treat these cases— Examples of recent treatments—How difficulties were overcome—Profit by past experience— Some difficulties —Heart strength vs. pulmonary circulation

By PROF. CHAS. O. DHONAU.

I have had two cases that I want to ask your advice on after explaining treatment which I gave.

First.—Lady, thirty-five years of age; weight about 110 lbs., was a tuberculous patient, and contracted influenza. The patient died at 9 p.m. on November 1, 1918. I was called to embalm the body at 5 p.m. on November 2. I injected half gallon of fluid containing 2½ per cent. of formaldehyde gas and followed that with half gallon of fluid containing 5 per cent. of formaldehyde gas. I did not drain blood in this case. I injected two pints of fluid containing 30 per cent. of formaldehyde in the thoracic and abdominal cavities. Up to this time there was no purging from the mouth and nose. Within thirty minutes after I had completed my work I placed the body in a common road wagon and drove fourteen miles over very rough roads. On arrival at my place of business I found that some purging had occurred en route. I, therefore, aspirated all contents of the abdominal and thoracic cavities and refilled them with the same fluid (containing 30 per cent. of formaldehyde gas). Body was shipped and reached its destination in good condition.

Noted by Prof. Dhonau:

The material which purged from the mouth and nose in this case was probably the bloody and white froth which is formed within the air passages of the lungs from a combination of blood serum from the pulmonary edema or dropsy that preceded death and decomposition gas which was evolved during the trip. Undoubtedly, the cavity injection given did not reach the air passages of the lungs. It is also evident that the lung congestion prevented the proper circulation to the tissues of the lungs through the bronchial arteries. It would have seemed logical to have drained the blood in this case because to have done so would have given the fluid a better opportunity to have circulated properly. In so stating, I wish to point out the fact that one of the necessary processes in producing the frothy purge is the development of decomposition gas. With a better circulation to the lungs this would have been prevented and no purge would have been possible. This explanation holds good only for this case. I have seen hundreds of these influenza-pneumonia cases in which the air passages were filled with thick mucous matter, all of which was deposited there during life. It is only natural in these cases that fluid injected after death should then crowd the lung air spaces and drive the contained matter toward the mouth and nose. In this first case, however, it appears from the evidence that no pneumonia was present; the purge then being purely the result of the mixing of decomposition gas and excess moisture.

Second—Man, died at 11 p.m. on November 13. I prepared the body by injecting the axillary artery and draining from the vein. This was a pneumonia case. As soon as I had injected one pint of fluid the body began to purge and a large amount of gas formed. I kept on injecting slowly and used the trocar in abdominal and thoracic cavities; drawing one gallon of fluid material out of the cavities. I then packed cotton into the throat, and when I had injected one gallon and one quart of fluid into the axillary artery I had what seemed to be good preservation and no more gas had formed; so I injected two pints of fluid containing 30 per cent. of formaldehyde gas into the abdominal and thoracic cavities. There was no purge before I shipped the body and I do not think there was any trouble afterward, but would appreciate your advice regarding treatment of these cases. The last body had pneumonia two days and during the last day had congestion of the stomach. The weight of the body was 150 lbs.

Note by Prof. Dhonau:

The purge in this case was due to the crowding of the air passages by fluid pressure on the bronchial circulation of the lungs. It may be safely said that the development of decomposition gas helped to produce the same result. It is very likely that no further

---

MOUNT PLEASANT CEMETERY, TORONTO

(A Sonnet.)

Pathetic silence falls upon this field;
The impulse is to whisper as we tread
The sacred precincts of the faithful dead,
Or tend the turf where loving lips are sealed.
Nor can this cultured verdancy, revealed
In shrub or tree, in grass or flow'ry bed,
Whereby we decorate a human dread,
Bring forth the balm by which our woe is healed.
Oft in our helplessness we seek the space
Where spectral marbles hold sweet names to view;
There fancy shrines the unforgotten face
And founts of tender feeling rise anew.
Ah! whither look but to that hope which says,
The story of the other world is true?

trouble occurred and that your case reached its destination in good condition. No one could have done more than you in the case.

Out of several hundred influenza-pneumonia cases handled in our laboratories in the Cincinnati General Hospital, there were only a few which did not present evidence of cyanosis. Cyanosis is the technical name covering the condition by which the circulation through the lungs is retarded in life, the blood backs up into the venous system and by overfilling the larger veins and consequently the further backing up into the smaller veins and finally the capillaries, a blue or blue black discoloration is produced. Probably 97 per cent. of all the cases we handled during the epidemic were discolored to begin with. Over 75 per cent. of them purged from the nose and mouth either before beginning the injection or during the injection.

We noticed in some of the first ones which came to our attention that the arterial distribution could only be made under difficulty; that there was a back pressure. This we found later to be due to the shut off action of rigor mortis, not only at the joints, but wherever muscle tissue was found. The rigor in these cases was unusually severe. We had some trouble eliminating discolorations with the usual drainage method so we went back to the right ventricle of the heart method and by the time the epidemic had spent its force, we had reduced the time necessary to embalm these bodies to one hour, in which time we would remove the discolorations, eliminate the contents of the hollow organs, etc. The speed of the method was due to the use of two pumps; an injector on the arterial side, and an aspirator on the right ventricle side. With an injection of two gallons of fluid we averaged a return of 1½ gallons from the venous side through the heart.



LATE CARDINAL FARLEY
Lying-in-state in residence at New York.
(Courtesy Champion Chemical Co.)

Peculiar circumstance at death in these cases was the ever present one of the heart beating for a short time after the lungs could not be penetrated by the pulmonary blood. This showed clearly that regardless of the strength of the heart, the ruling factor was the condition of the pulmonary circulation and the air passages.

One of the high spots encountered during the epidemic was a case which had been unclaimed for ten days. On the eleventh day it was claimed and our embalming service received orders to prepare for shipment to California. On examination the body was found discolored all over, including the face. The blood, however, was prevented from coagulating by the system of cooling we use which holds it in liquid condition for some time. The blood had dried out to some extent, however, and the ordinary injection and drainage failed to move it from the face. I took one of the well-known capillary washes and injected this through the trocar into the right ventricle of the heart and some of it passed into the veins of the face. The immediate result was that the face became darker than ever for a time, but after three pints of the solution had been injected in that way, the current was reversed and the liquid drawn out again. Accompanying this with a vigorous massage we were able to record a complete restoration of the color to normal. Several students witnessed this operation and were profoundly impressed with the result of the method and expressed a desire to try it again on a similar case.

MILLIONS DIE IN INDIA

The influenza epidemic in India shows definite signs of abatement. Its ravages have been terrible. In Bombay city there were 15,000 deaths, and in Delhi city, in a population of 200,000, the death-rate at one time reached 800 daily. In the rural tracts beyond the reach of effective prophylactic measures the loss has been tremendous. A recent report shows that in the Punjab it followed much the same course as in places attracting more public notice. The first signs appeared in August. In September it persisted in a mild form, and from the middle of October until November 8, it was acute. It is estimated that the number of deaths range from five to ten per cent. of the population. The death-roll is heaviest amongst young adults and women.

The number of deaths in the Punjab is estimated at 250,000. When the final results of the epidemic are summed up it will probably be found that other provinces have suffered on approximately the same scale. No part of the country seems to have escaped, although the visitation was lightest in Bengal, and even the dry and bracing Himalayan tracts are reported to have been severely attacked.

The population of the Punjab and the Punjab Native States is about 24,000,000, and of the whole of India, about 315,000,000. If the influenza death-rate proves as heavy throughout India as in the Punjab, this would give a total death-roll of over 3,000,000.

Mr. Funeral Director

What constitutes "SERVICE"?
Does "SERVICE" mean anything to you?
If so,————————are you getting "SERVICE"?

EFFICIENCY in time of EMERGENCY

Last minute statistics state that Spanish Influenza was six times deadlier than war. Little we realize what this means, or how funeral supply houses were able to cope with the epidemic.

DOMINION SERVICE

accomplished what supposedly was the impossible, when put to the test, and the **SERVICE** rendered to hundreds of customers proved marvelous.

One branch states that for five weeks they shipped nothing but express orders, and by so doing never received a complaint from customers.

Another branch shipped in one month nearly seven times its regular output, the men working night and day, even Sundays, but they stayed by their post heroically, with the results that **DOMINION SERVICE** proved what we advertise, **EFFICIENCY.**

Still another branch tripled their output, but unfortunately was hit very hard by the epidemic, at one time 50 per cent. of their staff was disorganized, some deaths occurring. However, the efforts of the men, to cope with the amount of emergency orders, more than showed the "systematized good-will" that exists between

Labor—Dominion Service—Funeral Director

The enormous amount of merchandise carried by our respective branches from coast to coast, helped us to facilitate matters at the very start of the epidemic, consequently we were in a splendid position for the final drive "Over the top," when mortality was claiming a terrible toll. In the past our stocks have largely been responsible for the splendid results obtained by funeral directors, thro the horrible disasters of "Northern Ontario fires," the "Titanic," the "Empress of Ireland" and the "Halifax disaster."

We are now devoting every energy, to build up our depleted stocks, and assure you that **DOMINION SERVICE** will always "go over the top" under the most extraordinary conditions.

ONCE USED



ALWAYS USED



BRANCHES

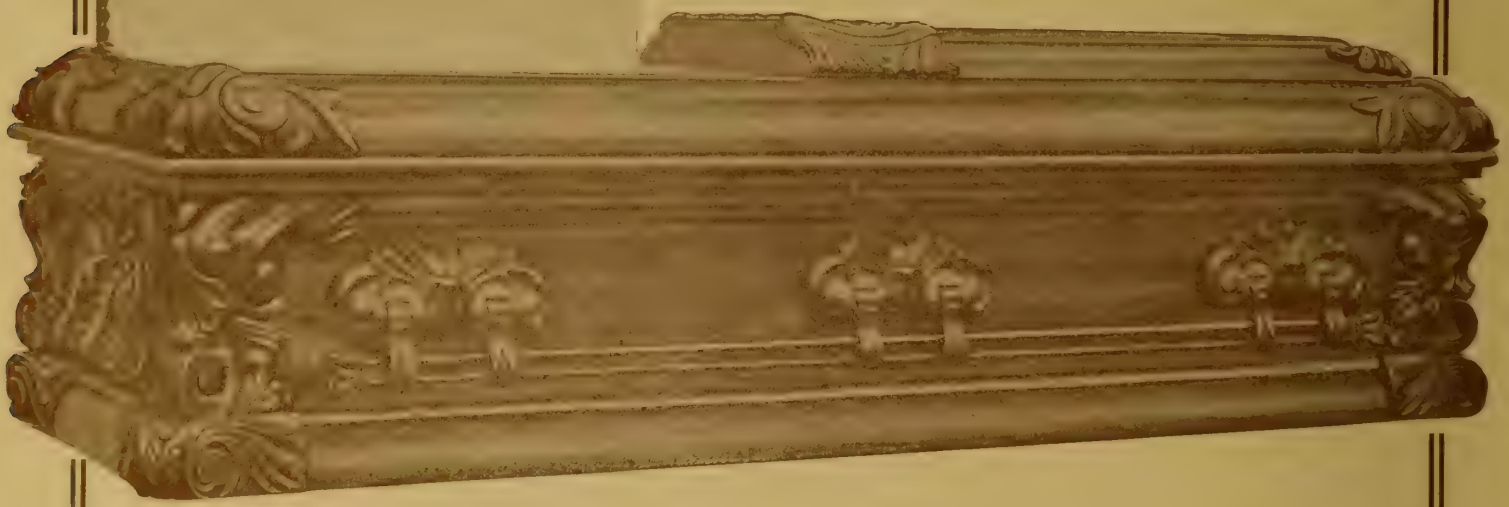
National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited
London, Ont.
Girard & Godin, Limited
Three Rivers, Que.

The Semmens & Evel Casket Co.,
Hamilton, Ont. Limited
Christie Bros. & Co., Limited
Amherst, N.S.
The Semmens & Evel Casket Co.,
Winnipeg, Man. Limited

The D. W. Thompson Co., Limited
Toronto, Ont.
Girard & Godin, Limited
Montreal, Que.
Vancouver Casket Co.
Vancouver, B.C.

No. 543, Solid Quarter-Cut Oak

No. 544, Solid Mahogany



WORKMANSHIP—AN—ELEMENT—IN—SERVICE

Back of all success in manufacturing; back of the sales campaign, the financing, the purchasing, etc., the big fundamental remains, the quality of product is a determining factor in the future of any business. Dominion Manufacturers, Limited, safely claim the right of patronage of the Funeral Directors, on the point of workmanship alone.

"Original Designs, Superior Workmanship and Materials."

Dominion Manufacturers, Limited

Head Office: 109 Niagara St., Toronto, Canada.

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels, Ph. G.

ARTICLE IV

To describe an artery and its appearance may best be done by contrasting it with the vein. As we have before described, the artery is composed of three coats. The outer coat is the vascular. This is the one which contains the blood vessels which supply the other coats of the artery and frequently shows very plainly in blood-poison cases, alcoholism and Bright's disease—also in bodies which have been dead for a number of hours before being embalmed. These little vessels in the outer coat of the artery frequently become quite prominent two or three days after death has taken place, coloring the artery a streaky red.

The middle coat of the artery is the muscular or fibrous and much thicker than the other coats of either artery or vein. Hence the artery usually appears two or three times as thick as the vein, as well as more solid and firm, so that when the artery is cut and rolled between the fingers, the thickness of the walls causes it to gap and stay open.

The branches from the artery usually are small and occur at right angles from the artery. They remain and occur at right angles from the artery. They remain the same size until they themselves send off branches, when, like the artery from which they branch, they are reduced in size in proportion to the sizes of the branches they send off.

Arteries have no valves, and therefore admit of a circulation of fluid in either direction. The walls of the arteries being thicker than the veins, the blood is not so transparent in the arteries as it is in the veins, hence does not appear to be as dark. The arteries thus may be readily distinguished from the veins by these tests.

The basilic vein usually is twice as large in circumference as the artery. Where branches occur, they frequently appear when stretched over the instrument—the bone separator should be used—to be as large as the vein from which they branch, and the junction of them, therefore, is like unto forks of a road. When an incision is made in the veins, the walls lay flat together like two pieces of wet tissue paper and do not form a gap as does the artery. The walls of a vein collapse when empty, because of their being thin, while the artery remains cylindrical even though empty, because the walls of the artery are thick.

In or near the arm-pit the axillary vein, which is very much larger than the basilic vein, is used to enter a tube known as the vein tube, the Y-shaped tubes shown in the illustration.

Here the axillary vein, which is two inches higher up in the arm, is used in preference to the basilic vein, because it is larger and very much nearer the surface, especially in stout persons. It is also more easily distinguished from the artery and easier to locate than the basilic vein. The vein tube is entered for the purpose of opening a way through the valves and passing on beyond where they exist in the vein; that is, to a point near the upper end of the breastbone.

The vein at this point is known as the innominate vein and immediately empties into the superior vena cava, through which the blood flows before it enters the right auricle of the heart.

The injection of the fluid into the arteries during the draining of the veins aids in the circulation of the blood from the capillaries into the veins, which naturally flows into the largest veins just as does the water from the ground into the springs. The embalmer thus collects a considerably larger quantity than possibly could be contained at any one time in these large veins and in the cavities of the heart.

No one artery and no one method absolutely fills every need of the embalmer, nor meets every contingency that may arise. It is safe to say, however, that the axillary method more nearly fills all needs than any other single one, since by it, with the use of the improved instruments, the embalming fluid is delivered directly into the arch of the aorta, the beginning of the systemic circulation. The blood is drained by way of the axillary vein, from the superior vena cava, the great venous blood reservoir of the upper portion of the body. This method, therefore, enables the embalmer to remove the blood from exactly the portions of the body where it would otherwise interfere with cosmetic effects, since the veins leading from both the face and the hands dump their contents directly into this great natural receptacle.

It is impossible, effectively, cleanly and naturally, to drain blood from the upper portion of the body by any other method, since the jugular requires not only a very deep and difficult incision, but is apt to produce an ugly flow which is hard to control. The promiscuous use of the trocar has been abandoned by all scientific men long ago.

The basilic vein cannot give the effective flow that the axillary does, since it is very much smaller and because the valves are apt to interfere and prevent complete success. Through the axillary, however, we can insert a vein tube past all valves and thus secure a direct flow from a source where it is possible for the operator to absolutely control its volume.

Another advantage of the axillary method, and a most important one, is that since practically all embalming fluids contain more or less formaldehyde, their hardening effect is apt to give such rigidity that it is extremely difficult to properly pose the subject in the casket.

In some of the better fluids the harshness of the raw formaldehyde is modified either by transforming it into formocholoral or by the inclusion in their composition of chemicals which have a tendency to retard its hardening effects.

The tendency of almost all fluids, however, is to give more or less rigidity to the particular part of the body into which they are injected. The result of this is that, when either the radial or the brachial arteries, for instance, are used, the arm in which the fluid is injected will become extremely rigid before the fluid has had sufficient time in which to penetrate and do its work in other portions of the body. As a natural result, it is impossible for the funeral director to pose the hands in a life-like attitude in the casket, unless the placing is done in advance.

(To be continued.)

PROMINENT ONTARIO FURNITURE DEALER DEAD

Robert Nugent, Lindsay, Ont., and one of Ontario's most prominent funeral directors, died at his home in that town on December 5, of cancer of the stomach. Mr. Nugent was but 62 years of age. He was born in Victoria County, and at an early age entered the furniture business as an apprentice with John Anderson, from whom, too, he got his first insight into the embalming and funeral directing profession.

Later, Mr. Nugent travelled Western Ontario and the Western States, which experience enabled him to add to his knowledge. In 1885 he returned to his home town and became a partner with his former employer, the firm trading under the name of Anderson & Nugent. Later the name was changed to Anderson, Nugent & Co.

Mr. Nugent was in the profession for 33 years as a principal. One of his first acts on returning to Lindsay



THE LATE ROBERT NUGENT,
Lindsay, Ont.

was to enter the Canadian Embalmers Association, of which he has since been a member, entering that organization in its second year. His election as president two years ago was entirely the unanimous choice of the Association for a popular director, and his handling of the office was eminently satisfactory.

The funeral on Saturday, December 7, was a particularly large one, showing the regard in which Mr. Nugent had been held by his fellow townsmen, and was under Masonic auspices. Many funeral directors from the country roundabout were present.

Among others noticed were A. Comstock, of Peterborough, who with his son drove their auto 25 miles to Lindsay, to be present. This is particularly noticeable because Mr. Comstock is now 82 and the weather was somewhat severe. M. J. Stoddart, of Woodville, was also there, as were Fred. Coles, of the National Casket Co., Toronto; Secretary Fred. W. Matthews, of the C.E.A., Toronto, and N. B. Cobbledick, Toronto.

George Worthington, president and general manager of the Ontario Rubber Co., Toronto, and well-known in funeral directing circles, died last month a victim of influenza.

STATISTICS IN ONTARIO AND QUEBEC

Dr. J. A. Beaudry, Inspector-General of the Superior Board of Health for Quebec province, is authority for the statement that there were in that province last year 530,704 cases of influenza and 13,880 deaths, about one case in forty ending in death.

During the last three months of 1918 influenza and pneumonia took a toll of 7,158 lives in Ontario. In October there were 3,105 deaths; November, 2,608; December, 1,568.

CANADA'S WAR DEATH TOTALS

Canadian total casualties during the war were 220,182, of which 60,383 were deaths. The deaths were classed as: killed in action, 35,666; died of wounds, 12,420; died of disease, 5,405; presumed dead, 4,671; deaths in Canada, 2,221.

PROFESSIONAL NOTES

N. Chartrand, funeral director, of Valleyfield, Que., is dead.

G. F. Sutherland succeeds Sutherland & Sons, funeral directors, at Welland, Ont.

Harry McKillop was elected a councilman in the recent civic elections at Brampton.

Charley Puffer, of Norwich, was elected as member of the council in his town at the beginning of the year.

The Central Casket Co.'s annual embalming demonstration took place at that company's Niagara St. headquarters at Buffalo on January 7 to 10.

Will Bartlett, travelling salesman in Eastern Ontario, for the National Casket Co., who with his family was laid up with "flu" has recovered and is back on his territory.

J. J. Marsh, of Smith's Falls, Ont., has made extensive alterations to his undertaking parlors. The premises have been enlarged and the Delco lighting system installed.

Williams & Son, St. Thomas, Ont., are adding a new motor hearse to their equipment. The body is built on a Studebaker chassis. This is the second motor hearse of this firm.

L. F. Hogan, formerly with the late W. G. Stoddart, at Cornwall, Ont., has opened up a furniture business and undertaking parlors under the name of Hogan & Co., on First St. E., Cornwall.

J. T. George, of A. W. George & Son, undertakers, at Port Hope, Ont., while shoveling snow recently from the roof of his house, missed his footing and fell to the ground, fracturing both legs just above the ankles.

GOOD PLACE FOR FUNERALS

A Frenchman was waiting at a railroad station in Ireland when a couple of natives sat down beside him.

"Sure, Pat, it's down to Kilmary I've been, and I'm on me way back to Kilpatrick."

"Ye don't say so," said the other. "It's mesself that's just after being down to Kilkenny, and I stop here a bit before I go to Kilmore."

"What assassins!" thought the Frenchman. "Would that I were safely back in France!"

FIGURING PROFITS IN FUNERAL DIRECTING

A knotty problem—"Overhead" an expense that varies with locality—What is the profit?—Cut out guesswork—Salesmanship a factor—What of the automobile?—Time counts in the making of money—Figuring on daily expenses

DURING the past years there have been many articles written on this subject. Just how to figure profits in the undertaking business is a problem, and it might be that it is a knotty problem at that. One can get twisted into hundreds of mental knots trying to read and figure out some of the articles that have been written. It is hard to apply any set plan or rules that would fit all cases. There are so many local conditions that enter into the subject. What will figure out to be a profit with some engaged in this profession, will mean a loss to others. An overhead expense of 15 per cent. might apply very well in some localities, but 20 per cent. to 30 per cent. would come nearer hitting the mark in most places. It is only within the last few years that we have heard much about this "overhead expense" and it has caused the wise ones to get out their little pads and pencils and do some real head work.

Many do not know what profit is. Many will state that it is the difference between the cost and the selling price. This statement is partly wrong. The difference between the cost price of an article and the selling price is known as gross profit, and out of this gross profit must come the expenses and after the expenses are paid, what is then left is net profit. It is the net profit that we are interested in. Far too few engaged in the undertaking business understand just how to figure profit. Some will add a certain per cent. above the cost price and feel satisfied that enough has been added to show a good net profit. This system is hit and miss, and doesn't give those who deal with you equal fairness. Some will be charged too much, while others will not be charged enough.

A great deal of guess work is done by the undertaking profession in the making of prices. If you would go into the store of some other line of business to make a purchase and the proprietor would quote you a guess price, you would feel that perhaps you were getting stuck. In either case, about the first thought that would come to your mind would be that that merchant was a poor business man. Unless you felt that you were getting a bargain each time you entered his store it is doubtful whether you would care to trade with such a merchant. Progressive merchants of this day and age mark their goods not always in plain figures, but nevertheless marked so that they know just what profit each article carries. Successful merchants understand this and know that each article sold must show its proportionate profit. The most expensive thing that any one engaged in this profession can do, is to make guess prices. The most profitable thing to do at all times is to know.

A very successful merchant will always figure that the most costly thing he handles is time—minutes, hours, days, weeks and months. It is not hard to prove this assertion. Suppose that your average expense is 20 per cent. of the sale. Say that you buy, as an illustration, an article for $50.00 and you put your selling price at just double the cost, which will make the selling price $100.00. If you are fortunate to sell this article the first year you will make $30.00 taking off your 20 per cent. expense. But perhaps you are compelled to keep the article several years before you finally dispose of it. Say that at the end of five years it is sold, and you take your paper and pencil and figure the transaction out in cold figures. Your expenses have been 20 per cent. for each one of the five years, or 100 per cent. for the full five years period. Hence you can readily see that you have used up the entire $100.00 you received and you are out the $50.00 the cost of the article—all because of the time it took to turn your investment into money.

Now, to show that time counts and to make money fast, and this is the creed of all big money-making merchants, you should only buy such articles that will turn your money many times within a year. To further illustrate this point let us suppose that you had sold the article in question in less time—a very short time—for $70.00. Your expenses are still 20 per cent. or $14.00 and your profit would only be $6.00. Here lies the point! If you made this sort of transaction

Examination

—By—

The Board of Examiners

—To be Held at—

Toronto, Wednesday, Feb. 5th, 1919

The Government Board of Examiners, under the Embalmers' and Undertakers' Act, will conduct an Examination in the Anatomical Section of the Toronto University, on Wednesday, February 5th, 1919, commencing at 9.30 o'clock in the morning.

Candidates wishing to take the Examination for qualification and Government license as embalmers will send their application and fee of $20.00 to the Secretary not later than February 1st, 1919. Blank forms of application can be had on application to the Secretary.

T. E. SIMPSON,
Secretary-Treasurer,
Sault Ste. Marie, Ont.

ten times over in one year's time, your profit would be $60.00. It is easy to see how speeding up the time increases the real profit, although the margin is very much smaller.

In many undertaking establishments it is not hard to find some articles that have been on sale for a number of years, and the proprietor would be willing to sell them at a very small profit and in some cases would stand a loss to move the article in question. Having goods on your floor for a number of years is due in a great degree to carelessness and poor salesmanship. It is not in the scope of this article to explain how a slow



HONORED IN DEATH

Funeral of Nurse Hurlburt leaving the Gardiner Funeral Home, 172 Kennedy St., Winnipeg, recently. Six associated nurses acted as pall-bearers, a fitting tribute to a life laid down in service.

Nurse Hurlburt was on the staff of the King George Municipal Hospital and volunteered for service among the influenza patients. She contracted the malady and succumbed after a heroic fight for life.

Preceding the casket are seen Rev. Dr. Armstrong, of Ft. Rouge Methodist Church, and A. B. Gardiner, who conducted the funeral.

selling casket can be changed and find ready sale. This is salesmanship, but nevertheless it has much to do with the net profit. Perhaps you have never figured that the longer you keep a certain casket in stock the cost of that casket is daily increasing. It is far better to avoid old casket stock and at all times keep your stock right up to the minute with fresh goods. You are then able to obtain better prices, and turn your money faster.

Your expenses for rent, salaries, light, heat and water—formerly your barn, now your garage expense—and all other expenses that are necessary with a modern undertaking establishment are daily expenses. To bear out the above argument this daily expense should be placed against all the goods on hand every day. The goods that are of slow sale should stand the greater part of these expenses, particularly the item of rent. To hold goods is what we rent our building for, and in view of this the goods that move slowly should stand the greater charge for expenses. To-day the overhead expense of any undertaking establishment is much more than it was just a few years ago. The advent of the automobile has added an additional expense to some, and to others it has lessened the expenses of this department. In some localities it is necessary to have both the horses and the automobiles. No doubt this is an increased expense, and adds to the overhead. The automobile has proved a gain for some, and a loss to others.

CANICULA EMBALMING FLUID

That velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY
366 Bathurst Street - TORONTO, CANADA

EARLY FUNERALS IN WALES

Shortage in coffins due to the exceptionally large number of funerals in South Wales during a recent fortnight, reminds a correspondent that up to the commencement of the eighteenth century many bodies were interred in rural Welsh churchyards without coffins. They were placed in what was known as "cadach dwy-pen" (which literally means cloth with two ends), resembling a labourer's wallet. The body was let down into the grave by ropes fastened to the two ends. There were some old people living in a Mid-Wales village some fifty years ago who recollected such burials, and their description is recorded in one of the Welsh papers.

ENTERS BUSINESS ON OWN ACCOUNT

E. E. Sponenburg, of Windsor, Ont., has purchased the business conducted at St. Thomas, Ont., by Kerr & Co. Mr. Sponenburg has been assistant with J. Chappin, of Windsor, for the past six years; and has had experience also in Detroit. He is a son of Geo.



MR. E. E. SPONENBURG

Sponenburg, undertaker at Melbourne, Ont. He attended the last school conducted by the C. E. A., at Toronto, successfully passing his exams.

Mr. Sponenburg took possession of his new business on Jan. 1, and intends having an up-to-date establishment and motor equipment. He will build a morgue and chapel, and intends carrying a good-sized representative stock. Mr. Sponenburg will make a first-class addition to the modern funeral directors of Ontario.

Something Further About Necropsies

Dr. Robinson of the Dept. of Pathology, Toronto General Hospital, dwells further on post mortem cases.

A number of obstacles are met with by the pathologist in securing permission for a necropsy. A commission appointed by the New York Academy of Medicine in 1912, to determine what were the main causes of these obstacles found five factors at work. First, that "due to the ignorance on the part of the public of the importance of necropsies to science and therefore to the welfare of the people." This we have never found a very serious factor for most intelligent people when the case is put clearly before them will not hesitate to give permission, in fact sometimes they are very anxious to know what was wrong, and insist on a complete written report of our findings. Secondly: "to the existing inadequate laws."

Most public hospitals in Europe, have the right by law, to perform a post mortem examination on every patient that dies in their institution. A number of hospitals will not receive a patient unless permission is first signed for a post mortem, should the patient die while in their institution.

I don't think that we need such regulations in this country. We have an intelligent class of people to deal with and we would rather have the voluntary consent of the next of kin.

Third: "to the activity of undertakers and certain funeral societies."

Fourth: "to the inadequate rules of hospitals in this respect." And,

Fifth: "to the claims of the department of anatomy."

Now, as this is a meeting of embalmers, the third factor no doubt is the one that will interest you most. Personally, I have not found this a very serious obstacle because most of the members of your profession that I have had dealings with have never interfered in any way with our endeavor to secure permission for post mortems, in fact in a number of cases we have been grateful to them for assistance. Just the other day I performed a post mortem, in which case the undertaker had secured the signed permission on his own initiative. We all appreciated that act very much indeed, for we felt that he was also interested in science and anxious to help us along in our work.

Mr. H. J. Edwards, president of the Kings, Queens and Suffolk County Undertakers Society in speaking to the Long Island Medical Association on the subject of post mortems, placed before them some of the objections of the undertakers to post mortems. He says that many of the undertakers do not know for what reason post mortems are done, and thus are not interested in them. I hope that I have made it clear to you the object of our post mortem work at the hospital. He makes an objection, that of severing the large arteries, that is hard to get away from. This could be overcome to a large extent by ligaturing the vessels before sewing up the body. On the other hand I have done a number of post mortems on the bodies after they were embalmed, and have been able to make a very satisfactory examination. The embalming fluid is an excellent preservative and fixative, and I have made beautiful microscopical sections from bodies

ONE GALLON CONTAINER



CARANAC

EMBALMING-FLUID

Embodies all the recent advances of knowledge in the compounding of embalming preparations.

It is a combination of the most powerful antiseptics and preservatives known to the science of chemistry. These are compounded to the limits of concentration, and it is impossible to produce a stronger or more active preparation.

No rouge or other coloring is required, as any effect desired can be produced by following directions. An order will convince you of its merits, direct, through our representatives, or through your jobber.

CARANAC LABORATORY

PETERBOROUGH, ONTARIO, CANADA

buried for some days. However, it would not be an advisable procedure in every case, as the embalming would destroy all hope of getting bacterial cultures from infectious cases.

He also mentions the disgraceful condition the body is left in sometimes after a post mortem examination. Failure to sew up the body, improper incision of the scalp for the removal of the brain and failure to properly fix the skull cap in place, thus showing an objectionable ridge on the forehead. There is no excuse for any of these things. After the post mortem the pathologist should see that all the organs are replaced with a little sawdust to take up the fluid present and the body carefully and securely sewn up.

The undue length of time elapsing before the undertaker is able to get the body after a post mortem is another objection raised. It is very hard sometimes to avoid delaying a little. The physician in charge of the case is very anxious to be present and we are anxious to post it for an hour suitable to most of the students.

Most of these objections should be easily overcome and I am sure the members of your profession will bear with us a little in the others for the sake of science if nothing else.

Through an article in a medical journal and a conversation with your secretary, Mr. Matthews, I was led to inquire into the system of co-operation the Cincinnati General Hospital had with the undertakers of Cincinnati. I received a very nice letter from Mr. Dhonau, the president of the Cincinnati College of Embalming, explaining in detail the system they have in that hospital. The pathologic institute was up against a problem very much like ours. After discussing the question over with the Embalmers Society, a committee was formed to draft out a plan whereby there might be a better understanding and a closer co-operation between them.

This resulted in the Pathologic Institute appointing Mr. Dhonau to a position on their staff to supervise the post mortem technic and to have supervision of the care of the bodies, particularly with regard to their preparation for burial. He also devoted part of his time to the working out of new and better methods of preservation. He had the co-operation of 60 out of 64 of the undertakers of that city. Being Professor of the Embalming College, he uses the bodies at the hospital for the teaching of embalming. After the post mortems, his students, under his supervision, embalm the bodies and turn them over to the undertaker, charging him for the embalming just enough to cover the cost of materials. In that way the undertakers have none of the bother and trouble of embalming, the college has a wealth of material for teaching, and the Pathologic Institute has a marked rise in their percentage of autopsies. The students of the Embalming College attend these post mortems and there learn some of the pathology as well as the anatomy of the human body.

The percentage of the post mortems at the Cincinnati General Hospital following the introduction of this system in 1915, jumped from 28 to 63 per cent. I understand from Prof. Renaurd that they have had a similar systm in vogue for some time in Bellevue Hospital, New York. I hope that some day we may have something similar to it in the Toronto General Hospital.

We are anxious to have a better understanding with you for we are quite conscious of the position the members of your profession hold with the family, when a word from you for or against might mean so much to us. You can help or hinder us a great deal, so I am here this morning to plead for your co-operation and assistance. We are anxious to secure permission for a post-morten on every case possible that dies in the hospital. We need these for the study and teaching of medicine.

Our percentage of post mortems to the number of deaths at the Toronto General Hospital has fallen from 52 per cent. in 1915, to 36 per cent. in 1917. At the Mayo Clinic in Rochester, Minn., which is a private institution, their post-mortems for the years 1910-1912 were 81 per cent. The Peter Brent Brigham Hospital of Boston, for 1917, had 50 per cent.; the Cincinnati General Hospital, 39 per cent., and the Massachusetts General Hospital, 31 per cent. Our percentage is pretty high compared with some other hospitals, still we want to do better, and we are making a direct appeal now for your co-operation, wherever you feel that you can do so, in securing for us more post mortem examinations.



Will Eckardt, son of A. J. H. Eckardt, was home for a few days at the New Year. His photo will be recognized by those in the profession on whom he called on the road between Toronto and Montreal. Will was with the Burroughes Adding Machine Co., at Detroit, and when the U. S. entered the war enlisted as a private. He was promoted rapidly and at the time the armistice was signed he was one of the officers in charge of supplies at Camp Custer, Michigan. He is still on military duty there helping with demobilization.

"FLU" DEATHS IN EGYPT

It is officially computed that 41,000 persons died in Egypt, outside of Cairo and Alexandria, as a result of the recent influenza epidemic.

GIVING THE NEWS IN ADVANCE

The country editor can sometimes do better, as when one of them published the item:

"Our esteemed fellow citizen, Jim Douglass, will go to the hospital to-morrow to be operated upon by Dr. Jones for appendicitis. He will leave a wife and two children."

Undertakers Shipping Directory

ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
H. S. Peirce & Co.,
Funeral Directors and Embalmer.
Both phones 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
Blachford & Sons,
57 King Street West.
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Geo. J. Chapman
742 Broadview Ave
Phone G. 3885
Ambulance service.
Cobbledick, N. B., 2068 Queen St. East and 1508 Danforth Ave. Private Ambulance.
J. A. Humphrey & Son,
463 Church St.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
Patterson & Dart
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Index to Advertisers

A

Alaska Bedding of Montreal, Ltd. o.b.c
Art Furniture Co. 44

B

Baetz Bros. Furniture Co. Ltd. 39
Beard of Examiners 83
Beaver Furniture Co. Ltd., The 44
Boullee, Fraser Leather Co. 34

C

Canada Furniture Mfrs. 30
Canadian Feather and Mattress Co. 28
Canicula Company, Limited 84
Caranac Laboratory 85
Caya, A. B. 46
Champion Chemical Co. .....i.b.c.
Chatfield, C. B. 67
Chesley Furniture Co. 33
Colleran Spring Bed Co. 12
Coombe, F. E. .....i f.c.

D

Dominion Manufacturers 79-80
Dupont Fabrikoid Co. 69

E

Eckels, H. S. & Co. 87
Egyptian Chemical Co. 88

F

Farquharson Gifford Co. 6

G

Gendron Mfg. Co. .....i.f.c.
Gold Medal Furniture Co. 31

H

Hachborn & Co., Geo. H. 42
Hibner Furniture Co. 43
Hourd & Co. 28

I

Irish, G. L. 48
Imperial Rattan Co. 10

K

Kindel Bed Co. 7
Knetchel Furniture Co. 35
Krug Furniture Co. Ltd., The H. .. 38

L

Life Long Furniture Co. 69
Lippert Furniture Co. Ltd. 40-41

M

Malcolm Furniture Co., Andrew 29
Matthews Bros. Ltd. 32
Maxwell Mfg. Co. 76
McLagan Furniture Co., Geo..... 4-5
Meaford Mfg. Co. 12
Morlock Bros. 34

N

N. A. Furniture Co. 34
National Table Co. Ltd. 34
North American Bent Chair Co. ... 47

O

Owen Sound Chair Co. 34

P

Pathe Freres Co. of Canada 71
Phillips Mfg. Co. Ltd. 35
Pollock Mfg. Co. 73

Q

Quality Mattress Co. Ltd. 45

S

Shafer & Co., D. L. 32
Steele & Co., Jas. 34
Stratford Chair Co. 8-9
Stratford Manufacturers 3-11

W

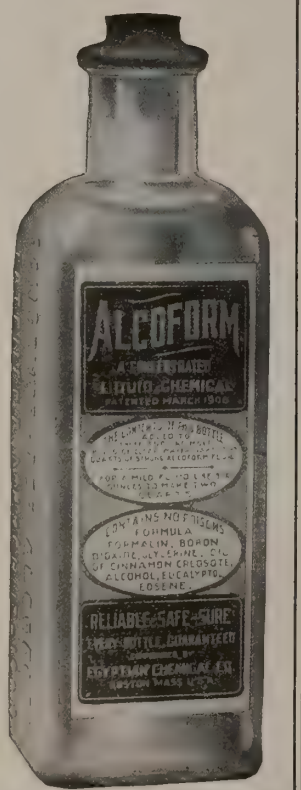
Walter & Co., B. 28
Weeller, Bold t · Co. 46

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A

For Sale / Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage,etc. Cash must accompany each order —no accounts booked.

FURNITURE LINES or funeral supplies wanted on commission, by experienced traveller. Box 53, Canadian Furniture World, 32 Colborne St., Toronto. d-j

SALESMAN wanted in Canada for Undertakers' Supply House. Must have good connection. C. C. Stiles, 340 W. 85th St., care Three Arts Club, New York City. -j

WANTED—Traveller wants good line of furniture on commission basis for Montreal only. Experience 8 years, speaks both languages. Good appearance, 28 years old. Will furnish references. Address, J. A. Pinette, 3376 St. Hubert St., Montreal. -j

WANTED—Undertaker's assistant for Toronto. Must be good embalmer. Married or single. Give full particulars in first letter. Box 66, Canadian Furniture World. -j

FURNITURE WORLD
"Want Ad's"
BRING BIG RESULTS

Champion Embalming Fluid

"The Leader for Generations"



Highest Possible Quality

Makes Maximum Quantity

Joseph A. Boyle
Sexton and Undertaker
of
Saint Patrick's Cathedral
New York City

587 LEXINGTON AVENUE
BETWEEN 51ST AND 52ND STREETS
TELEPHONE 6373 PLAZA

October 5th 1918

Mr. M.J. McCaffrey
321 West 118th St.,
New York City

I regret very much that you were out of town and unable to attend the Solemn Obsequies of His Eminence Cardinal Farley. It was without doubt, the greatest funeral ever held in this country. From the time his remains were brought from his country home at Mamaroneck N.Y. to St. Patrick's Cathedralnearly one million people passed by his bier.

You can imagine the responsibility that was placed on my shoulders when the church authorities advised me that I had been selected to take full charge of the funeral. Here was a case where a man's reputation was at stake. I was placed in a position of either making good, or going down in the history of the undertaking profession as being one who could not measure up to his job, when put to the test.

As to the general arrangements and running of the funeral, the enclosed clipping from the New York Sun tells that every thing ran like a well oiled piece of machinery, there was not one little incident that occurred to mar the proceedings.

I was really more concerned about how the body would keep, than about anything else, because any careful man can handlethe other situations as they come up, but no matter how careful one is with the embalming, if you haven't the right kind of fluid, all your work is for naught. Having had some very important funeral work in my career, I have always insisted that, only the very best kind of embalming fluid be used in all my work, and when I was called to do the most important work that I have had so far, I had no fear in using CHAMPION. I was told that the remains of the Cardinal would have to lie in state for one week. Having seen some bodies that were put to this test and failed, I felt absolutely sure that in this case CHAMPION FUILD would do its usual good work and pull me through.

Well, if you could have been here and seen the body, you certainly would have been proud yourself. There was not one spot, even the size of a lead pencil, that could be criticised. There was none of that usual hardening and cracking of the lips. The skin was soft and velvety, and the features were calm and peaceful. The great test was the wonderful death mask made by a noted sculptor, and which turned out most wonderful.

I just wish to say in closing that I owe a debt of gratitude to CHAMPION and I trust that this letter will pay it in a measure.

Very truly yours
Joseph A Boyle

Being mechanically compounded from purest chemicals, **Champion** can be counted upon for dependability and economy.

If a better embalming fluid than Champion could be compounded, we would compound it.

The Champion Chemical Co., Springfield, Ohio

DR. G. W. FERGUSON, Canadian Manager
74 Leuty Ave., Kew Beach, TORONTO
Canadian Manufacturing Plant - WINDSOR

The ALASKA "Newport"

(Patent Applied For)

COUCH-BED

—gives you either a lounging couch or a comfortable full-sized bed at a moment's notice.

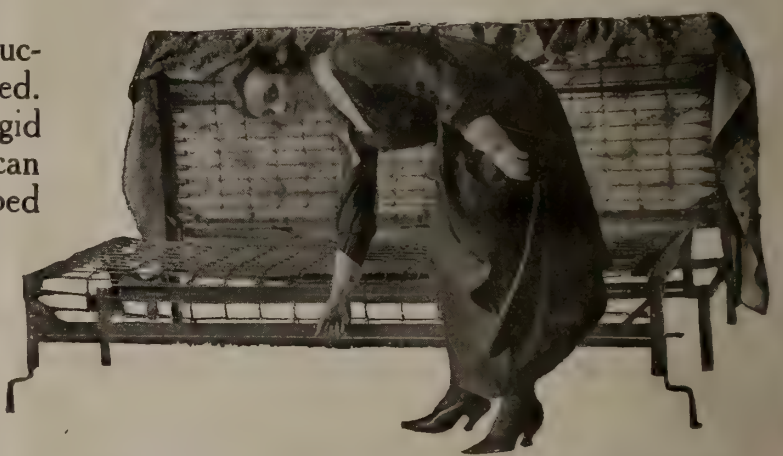
This unique new couch-bed has all the good points of the sliding couch and the Davenport, plus new features that make it a ready and profitable seller.

The illustrations show the construction and operation of this couch-bed. It is very strongly put together, rigid and light in weight. A child can make the change from couch to bed and vice versa.

The indestructible link fabric spring and the folding mattress of *clean, new* materials ensure years of comfort no matter how used.



By lifting the top section, you disclose the second section, which holds the bedding when not in use—a unique feature.



Then you turn the second section completely over, and place the legs on the floor, as shown. Then drop the upright section and turn over the folding mattress.

THE "NEWPORT" IS A REAL MONEY-MAKER AT ANY TIME OF THE YEAR.

ORDER NOW — direct or through our representative

NET PRICE—$20.00



Ready for the bed clothes. The whole operation is just as quickly and as easily performed as it looks; and you can put any guest on this bed without misgiving.

We can supply you with folders and electros for local use. Ask for them.

ALASKA BEDDING OF MONTREAL, Limited

Makers of Bedsteads and Bedding

400 St. Ambroise St. - MONTREAL

GUARANTEED ALASKA BEDDING

TRADE MARK REGISTERED

FEBRUARY, - 1919

CANADIAN FURNITURE WORLD

AND

THE UNDERTAKER



PUBLISHED BY
THE COMMERCIAL PRESS LIMITED
32 COLBORNE STREET TORONTO

THE GENDRON MFG. COMPANY, LIMITED

A new design

ENGLISH CARRIAGE

A wooden body, with reed panel and hood, finished in combination colors, making it a most beautiful carriage.



Our section of

ENGLISH CARS

is most complete. The line consists of new Reed and Wood and Reed Combination designs.

THE GENDRON MFG. CO., LIMITED, TORONTO, CAN.

Announcement to the Furniture Trade—

While the building and plant of the **Ontario Spring Bed & Mattress Company, Limited,** in liquidation, may be offered for sale by the assignee, we, the present sole lessees of the building, the **Ontario Spring Bed & Mattress Company, London,** wish all our customers and friends to distinctly understand that this does not affect us in the slightest, and we will continue to manufacture our complete line of iron and brass beds, springs and mattresses, in the city of London, and endeavor to give the very best service as heretofore.

THE ONTARIO SPRING BED & MATTRESS COMPANY

LONDON ONTARIO

STRATFORD FURNITURE

MEDIUM PRICED

The merchandising possibilities of Stratford Chairs are recognized by many of the leading furniture dealers throughout the country. Stratford Chairs exemplify the best there is in design, material, and manufacture, at the price for which they may be had. The rockers are carefully balanced so as to give the maximum of comfort and that restful, easy swing which is so desirable in a living-room rocker.

You will find Stratford Chairs good chairs to sell.

THE STRATFORD CHAIR CO., LIMITED

STRATFORD - ONTARIO



1060-6



1060-5

STRATFORD FURNITURE



5072A Buffet

Good Design is inherent in every MCLAGAN production. Built to satisfy, and priced to sell.

Queen Anne Diningroom Suite

in American Black Walnut



5077 Ex. Table



2675 Diner

The George McLagan Furniture Co., Limited

STRATFORD :-: ONTARIO

STRATFORD FURNITURE

Our business is based on the assumption that the trade wants goods of real character. It is this subtle quality that has ever kept our lines right in the front rank.



5072 Buffet

Note the quiet dignified lines of this Queen Anne Suite



2675A Diner



5074 China Cabinet

The George McLagan Furniture Co., Limited

STRATFORD :-: ONTARIO

STRATFORD FURNITURE

Upholstered Reed Furniture

Made Complete in the Imperial Factories



Imperial Upholstered Reed Furniture, and all Imperial Furniture, is made up complete, frames and all, in our own workshops. That is one reason why the



"Imperial Line"

comes to you with such pronounced elegance and at prices which will allow you a liberal profit on the turnover.



Imperial Rattan Co.
LIMITED
Stratford -:- Ontario

Latest in Folding Beds

"THE CHESTERFIELD"



It combines the most modern features found in any bed or Chesterfield. It gives the customer every service of a bed and Chesterfield, and costs only the price of one.

Write for price, it will interest you.

The Kindel Bed Company, Limited

STRATFORD, ONTARIO

WILL HELP TO MAINTAIN A PERMANENT LEADERSHIP

MEAFORD Furniture can be handled advantageously by any furniture dealer in Canada.

The designs are such as appeal to the average buyer, they are neat, homey adaptions that will grace the home of any middle class family and become a source of permanent satisfaction to their owners.

Our many years of satisfactory service to the retailer is our best evidence of a carefully-manufactured and universally-satisfactory product. If you wish to retain or obtain leadership in your line, Meaford Furniture will certainly help you to do it.





THE MEAFORD LINE

Comprises Most Attractive

Bed Room Suites, Dining Room Suites, Odd and Matched Den and Library Pieces, Centre Tables, Jardenier Stands, Medicine Cabinets, Music Cabinets, Hall Racks, Seats and Mirrors.

The Meaford Mfg. Co.
LIMITED

MEAFORD - ONTARIO

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith



Our special proposition to buyers in gross lots is particularly interesting. Ask us about it.

PROOF POSITIVE

The orders that keep piling up for the "Elite" prove beyond a doubt that this lightweight folding table is in greater demand than ever.

Every one of YOUR customers is a prospective purchaser. Every household needs one or more.

For concert-hall, school, church and club, the

ELITE FOLDING TABLE

is a constant necessity.

The cessation of hostilities has led to the resumption of many social events where the "Elite" Folding Table can be used to advantage.

If you don't already stock this easy-selling, profitable line, write to-day for prices and full particulars.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **DEPT. W LONDON**



"KAPOK"
IS AGAIN ON THE MARKET

The embargo has been lifted and we can now obtain unlimited quantities which enables us to resume the manufacture of our celebrated "KAPOK" mattress.

We can now fill orders promptly.
Write to-day for prices.

The Canadian Feather & Mattress Co.
LIMITED
TORONTO OTTAWA



Remember, our permanent showrooms at 136-140 King St. E., Toronto are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our showrooms your headquarters.

Upholstered Reed Arm Chairs

Illustrated below are two of a very large variety of chairs manufactured at our Walkerton factory, which is exclusively devoted to the manufacture of reed goods.

C.F.M. Furniture makes it possible for you to offer some mighty good values, and yield a good turnover. It is always well made, well finished, and inviting in appearance.



No. 3043



No. 3039

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.
WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

VICTORY! "Your boys and ours have won"

When you realize that your *Framed Pictures* are sold out before the season is over you will resolve to stock heavier next season and also make up your mind to continue using Matthews' *"Take me home look"* Nobby Picture Frames.

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA

A CEDAR CHEST
that expresses an ideal

There is more to a SHAFER RED CEDAR CHEST than dignity of design and beauty of finish. Built into each one is the satisfaction of producing a fine piece of furniture—the pride of creation. Skilled workmen and best quality material make possible the execution of our effort to build only chests of this character. *Prices and illustrations on request.*

D. L. SHAFER & COMPANY
ST. THOMAS - ONTARIO

NEW CATALOGUE SUPPLEMENT

A supplement to our regular catalogue will soon be ready for mailing. It contains many new designs that will be of interest to every dealer in Canada.

Write for our revised price list

THE
North American Bent Chair Co.
LIMITED
Owen Sound - Ontario

At all times it is essential for the salesman to know his goods, but when times are a little quiet it is doubly so, and anyone desirous of making a success as a salesman must first equip himself with a thorough knowledge of the line he is trying to sell.

Here is the book which you need to give you accurate, concise, and complete furniture information.

THE PRACTICAL BOOK OF PERIOD FURNITURE

By

Harold Donaldson Eberlein
and
Abbot McClure

With 250 illustrations that illustrate RIGHT FURNITURE

A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo. Handsome decorated cloth, in a box—$6.00 net, postage extra.

This book will be welcomed by all those who wish to buy Right Furniture (Antique or Reproduced) for the Household, by all dealers in the same, and by all makers of Correct Reproductions. Whether you are a Salesman, Manufacturer, Dealer, Designer, or Connoisseur, you should buy this Handsome Practical Volume.

PRICE $6.10, Postage Paid

CANADIAN FURNITURE WORLD
and THE UNDERTAKER
32 COLBORNE ST., TORONTO



No. 389 Dining Suite, Queen Anne Pattern Plain Oak, Fumed or Golden Finish

Above is one of the new suites that is shown in our new catalog to be mailed shortly. We are not boasting when we say Knechtel Furniture is good—that is a matter of history or fact. Neither are we out of the realm of fact when we say there is an established market for this class of goods. Then, with ordinary merchandising methods, the retailer can dispose of what he buys at a profit. We honestly believe that if you push Knechtel Furniture during 1919 your profits will be commensurate with your efforts. It's worth the trying at least.

OUR BIG CATALOG WILL BE READY ABOUT MARCH 1ST.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO



All Patriotic FURNITURE DEALERS Should Sell THRIFT Stamps

SELL Thrift Stamps, not because there is any immediate profit for you in such sales, but because the Dominion of Canada needs your patriotic co-operation in its plans to ensure Prosperity.

If the smaller savings of the people can be made available to finance Government expenditure, then the larger public investments will be free for industrial securities, thus promoting general Prosperity in which every storekeeper is vitally interested.

Get your customers to take a Thrift Stamp in place of 25c change whenever you possibly can. Display your sign. Explain that Thrift Stamps are a means to acquire War-Savings Stamps, and people should strive to fill their Thrift Cards as quickly as possible.





Diningroom Suite No. 60

KEEP in mind the practical end of your business—values—and profits — and remember that the **VICTORIAVILLE LINE** offers you exceptional opportunities for both.

We manufacture a stylish line, well-made, in various period and modern designs, handsomely finished, moderate in price.

THE VICTORIAVILLE FURNITURE COMPANY
LIMITED

VICTORIAVILLE, QUEBEC

FROM OUR REGULAR LINE



No. 28, Serving Tray A unique shape, popular with the trade. Mahogany or walnut finish. Size 6 x 20 inches.



No. 32, Serving Tray—Mahogany finish. Assorted fillings in dainty patterns. Size 8 x 12 inches.



No. 30, Serving Tray—One of our popular ovals. Sizes 10 x 16 and 12 x 16 inches.





No. 39606—His Victoria Cross—One of our returned boys exhibits his cross, and tells how it was won. A picture with a story. Framed in embossed brown with harmonizing mat. Glass size 13 x 17½ inches.

No. 39229—Rheims Cathedral, in burnished antique high back. Size 13 x 20 inches.
No. 39228—Same design Size 10 x 14½ inches.
Companion picture—The Rose Window.

Our travellers carry the above pictures in their samples. Ask to see them.

PHILLIPS MANUFACTURING COMPANY, LIMITED

258-326 Carlaw Avenue - TORONTO, ONT.

Mouldings Frames Framed Pictures Trays Mirrors

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 9. TORONTO, FEBRUARY, 1919. NO. 2.

BRIGHT OUTLOOK *for the* FURNITURE TRADE

Some reasons for this as set out by investigator of prospects—Big demand has accumulated during past four years—Many new homes to be opened—The purchase of furniture per capita is very small in Canada—Overseas trade

SOME of the outstanding reasons why the outlook for business in Canada is particularly bright at the present time, especially for the furniture trade, were outlined by S. Roy Weaver, of the Investigation Department of The Reconstruction Association to the furniture dealers who attended the Canadian Feather and Mattress Company banquet at Toronto, on January 14.

In addition to the general business activity that is expected in Canada under the new era of prosperity ushered in by the advent of peace and a resumption of old-time business operations, there are some special reasons why there should be a big demand for furniture in the period we are now entering.

Per Capita Purchase of Furniture Small

For one thing the per capita purchase of furniture is exceedingly small—much smaller than it should be in a prosperous country like this—and there are excellent opportunities for measuring this in a big way. The actual annual purchase of furniture in Canada is only $1.75 per person. If you deduct from this a moderate amount spent in hotel and office furniture, you will find that the average family in Canada is not spending more than $8 for the purchase of new furniture and the replacement of old furniture in their homes.

This amount is admittedly small and it should be possible to materially increase it. The increasing of the per capita purchase of furniture is an avenue for increased sales that in itself gives the furniture dealer great opportunity for the expansion of sales.

Big Accumulated Demand

Another significant factor is that while prices of furniture in Canada have increased since the outbreak of war, the per capita purchase is 50 cents less than in 1910. It can easily be said that during the four years of war the consumption of furniture in Canada has been one-quarter to one-half below normal. This really means that as a result of the decreased purchases of furniture, directly and indirectly because of the war, there has been dammed up during the past four years, a demand equal at least to a year's production. This accumulated demand will be felt now, especially in view of the fact that the public can expect no lower prices on furniture.

There are several reasons why furniture prices can be expected to remain firm. For one thing furniture factories at the present time are not making a large margin of profit and no great reduction in the wages of skilled furniture workers is looked for. Prices of lumber are expected to remain strong for some little time, as there is a general shortage at present, and the demand from Europe will be large for some time. For instance, the Timber Controller of Great Britain has been authorized to purchase $40,000,000 worth of timber in Canada.

Overseas Demand

In addition to this, besides the accumulated demand for furniture for Canadian homes that has been developing during the past four years, and the need for furniture for the many new homes that will be opened during the next couple of years because of the cessation of hostilities and the return of men from overseas, there will be a big demand from European sources for the products of Canadian factories. This is already quite marked, especially for lower priced goods, and Canadian furniture manufacturers are making arrangements to send a representative to England to secure British and European orders.

Big Buying Period Ahead

This all means firm prices for furniture. The purchasing public cannot expect lower prices for some time to come. This should inspire confidence while the reasons set out above should convince the furniture retailer that the period ahead is indeed one of great opportunity for business men generally and himself in particular.

The dealer would do well to demonstrate his faith in the present and his confidence in the future by real aggressive business methods. Such a spirit will inspire a similar feeling in others. Optimism is contagious, and when every one is optimistic business is bound to be good. Start the trade ball rolling merrily and the cash register will ring in the same way.

Suggestions from the Methods of Other Dealers

A DEALER in Renfrew, Ont., advertised in the local papers that he would sell the same iron bed that a mail order house advertised at $6.10, his price delivered and set up being $6.25. He stated that farmers who called for the bed could have it for $6.15, and they got it the same day—no writing, postage, uncertainty or delay.

WINNIPEG FIRM TRIES FREE FURNITURE IDEA

In order to get acquainted with more buyers, the Crescent Home Furnishers, of Winnipeg, Man., tried out the "free goods" idea, whereby those who purchase their goods on certain days during the month, receive them free. In some other lines of business where purchases during any one day are comparatively small, the idea has been tried out during the past few years but this is the first time it has been attempted by a firm dealing in goods such as furniture where purchases in a day run into considerable money, especially in proportion to the number of customers.

In this instance, three days were set aside during November and December, and a sealed envelope containing the dates deposited with a local newspaper. At the end of the time those having a sales slip or invoice corresponding to any one of the three dates had their money refunded.

The idea was extensively advertised, not only by their circulars, but by the use of space in the local paper. On the two days previous to the announcement, column space was used in the local paper in an ad. headed, "Don't Buy any More Furniture." It continued, "'During November and December we are going to give it away free. One article or a houseful won't cost you a cent. Watch for our ad. Thursday, October 31. Absolutely the biggest and costliest campaign ever attempted in Canada."


GET YOUR FURNITURE FREE

Never Before Has Furniture Been Offered to You And This Probably Will be the Last Time Too Free

We have set aside 3 days during the month of November and December in which Furniture will be given away FREE at the Crescent

You can get a kitchen chair or furnish your entire home FREE.

This is a campaign to further our acquaintance with you. We have deposited with The Tribune a sealed envelope containing the dates of the days Furniture will be given away FREE. You must place your order between November 1st and Dec. 31st in order to get this Free Furniture.

Any 3 days in November and December, may be the secreted days. Those who buy furniture on any one of the 3 particular days (dates which are enclosed in sealed envelope) will present their receipted bill (for goods bought during November and December) and we will refund all the money you paid us.

This means you keep all the Furniture you bought and it dosn't cost you one cent.

No one knows what 3 days the FREE days are going to be. But you, like thousands of others, will have the opportunity of buying furniture, during November and December, and on January 1st, 1919, when the secreted date is to be announced in the newspapers, you will, upon presentation of your paid bill, have all your money refunded. We will absolutely make no cartage charges for goods you have delivered.

Could Anything Possibly Be Fairer?

It's up to you to take advantage of this eventful opportunity. No other store in Canada has ever committed itself to such a costly advertising plan.

We deposited the sealed letter with The Tribune before the first day in November so that all possible chance of tampering with or changing dates as eliminated. Representatives of The Tribune were present and witnessed deposit of the envelope

To you who have never before purchased at the Crescent:

This idea was originally planned for the benefit of new friends and customers in order to gain your future trade

It is true it is costly advertising—to give rooms full of furniture away free of charge but your friendship and personal advertising in the years to come will help us materially to expand and enlarge our volume of sales.

To Our Old Customers

You are doubly welcome. We certainly will be pleased to allow you the advantage of getting all the furniture you wish for FREE

This is your opportunity to get all the home comforts your heart desires.

We need not deal here on low prices and quality. We have just closed a successful spring and summer season, more so than we anticipated considering the decrease and general exodus of population.

Come in any day during November or December. Select any article or articles you desire, pay at the showroom or C.O.D., then watch the announcement in the newspapers on Jan 1st 1919 and if you bought on one of the 3 corresponding days, bring in your invoice and

We will without question REFUND all your MONEY. You keep the Furniture FREE.

B-U-S-T-E-D P-R-I-C-E-S

$28.75 Mahogany Phonograph $4.95

$39.75 $29.75 Living Room Rocker $17.75 $9.75 9-Piece Dining Room Set $3.50 Library Table

$89.75 $23.50 $16.75 $79.50 $14.75 $8.75

$23.50 $8.75 $17.75 Oak Phonograph $9.95 $9.95 SAVE $5 Kitchen Table $6.75 $6.75

This is an Advertising Campaign which from all standpoints, never before was Equalled in Canada and Probably Never Again Will Be.

The 3 secreted dates were sealed and delivered to The Tribune before November 1st. Newspaper representatives witnessed its delivery and will witness the opening of the same envelope

Get a Dollar purchase or a $1,000 purchase FREE. We will charge all losses to our ADVERTISING DEPARTMENT.

If the Date on Your Invoice Corresponds to one of the 3 Dates in the Sealed Envelope You Keep the Furniture and Get Your Money Back.

179 Bannatyne Ave. E.
4 Doors off Main Street
4th Floor to Showroom
PHONE, MAIN 2400

Crescent UP-STAIRS FURNITURE STORE

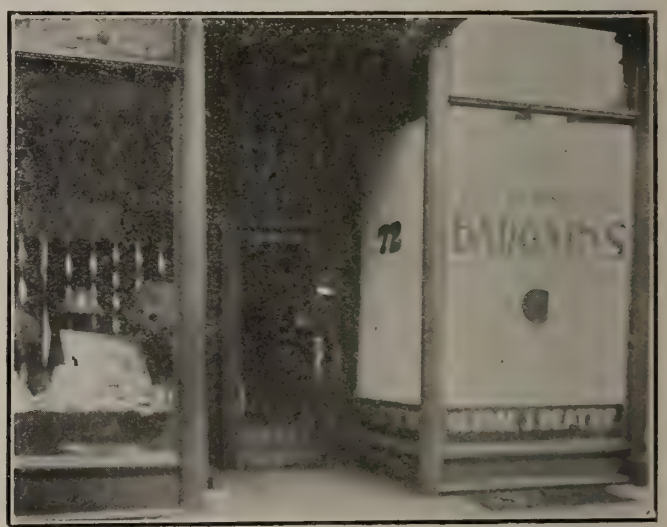
CASH ONLY-NO CREDIT
Open Saturday till 10 p.m.
Victory Bonds Taken For Furniture

Space used in local paper to advertise "Free Furniture" idea.

A CURIOSITY WINDOW

In a recent sale of a Toronto dealer, one of his windows was completely enclosed except for a small opening. On either side of the opening was a list of the goods displayed and the prices.

People came along the street, stopped at the window on the left, studied the list of prices and the goods



Would you hazard a peep if it saved you money?

displayed there. They then moved over to the other window, read the list and studied the goods shown.

Occasionally a couple of young people came along, and in a spirit of bravado, one "peeked" in. The effect was all right, however, for just as soon as two or three stopped at the window, a line of people looked in. These people would not forget the things they saw nor where they saw them.

Just because you have a good front is no reason why you should not have a better one if it will pay. It is little trouble to find out from the store-front makers whether something different can be made to pay.

JANUARY EXHIBITIONS *on* IMPROVED SCALE

General improvement in exhibitions at all Ontario centres—A larger number of exhibits and more extensive—Increased number of buyers and big business done—What the exhibitors in the various centres displayed

THE January Exhibitions were outstanding this year in many respects. There was a general demonstration of confidence and faith in the business situation as indicated by the large number of firms making exhibits and the quality and extensiveness of displays. The number of visiting retailers and buyers was unusually large and the list was very representative, including dealers from the Maritime to Prairie Provinces. There was an unusual large attendance from the province of Quebec, while the number from Ontario was well in keeping with the idea of a new era of business certainty and prosperity.

Many Visitors—Much Buying

Not only was there a large number of visitors, but buying was on a scale that has not been experienced in some years. This was true in practically all the centres where exhibitions were held and another feature was that buying was pretty well divided, practically all the exhibitors expressing satisfaction in this regard.

This is all indicative of the feeling existing in the furniture trade that a period of business prosperity is ahead for those engaged in the house furnishings business, and also backs up the contention that prices on furniture are likely to remain firm for some time to come. For this reason, buyers were not backward in making purchases.

Improvement in All Centres

As usual, exhibitions of any extensiveness were confined to the four centres—Stratford, Kitchener, Waterloo and Toronto. And again this year there was no centralization of exhibits, the greater portion of displays in all these centres being entirely separate.

Stratford again lived up to the reputation it has attained in other years. The manufacturers located in that centre each making displays in their factories and showrooms that were not only extensive but attractive to the eye. The accommodation and entertainment was also again looked after in the same pleasing manner.

The Kitchener Exhibition was an improvement on recent years, the spirit of optimism prevailing among the furniture manufacturers of that centre. There were not only some very attractive exhibits but many new lines were on display. As usual, a number of firms made exhibits in the Auditorium on Queen St., while some firms showed their goods in the local stores.

The twin manufacturing city—Waterloo—also did well in the matter of display this year, the number and appearance of exhibits being on a par with other years.

In Toronto, there was a greater number of exhibits than during the past few years. In addition to the Toronto factories putting on displays, a number of outside Ontario firms also had showings of their goods, Owen Sound firms displaying in the Allan Building on Bay St., where they have established permanent showrooms, and Kincardine firms occupying temporary space in the Craig Building on Victoria St.

The General Trend

Altogether, it can easily be said that the Ontario furniture exhibitions were a great improvement on those of the past few years, due to a large extent, to the greater feeling of confidence among both manufacturers and retailers. Satisfaction is expressed by both exhibitors and visitors.

While many new things were shown by individual manufacturers, there was no decided change in general trends. In designs, Queen Anne still seems to hold the centre of the stage in popularity, but there is an increasing demand for all period styles. A call for higher quality goods is more noticeable.

In dining room furniture, there is a noticeable tendency towards solid front china cabinets. The English brown finish is more to the front. In bedroom furniture there is a decided trend towards bow foot beds, vanity dressers and chiffonettes. Exhibits indicate a larger manufacture and demand for comfortable living room furniture. Stuff-over goods are much in evidence in a big variety of coverings. Tapestries lead for this purpose and some rich samples are shown.

STRATFORD

The Geo. McLagan Furniture Company Limited

Better than ever before was the display of The Geo. McLagan Furniture Co. Ltd., at their factory showrooms, Stratford. Diningroom suites were arranged on one side of the exhibit, bedroom suites on the other and their immense range of odd pieces were neatly displayed in the centre of the floor. In diningroom furniture two suites in solid mahogany were outstanding, one a Louis XVI the other an Adam design. These suites are also made in black walnut. Period designs occupied a large part of the diningroom display including attractive reproductions in Louis XV, Queen Anne, Louis XVI, Louis XIV, William and Mary, Chinese Chippendale, and Arts and Crafts in mahogany, walnut and oak. Oval, square and round tables were shown.

In bedroom furniture many new suites were shown in period designs. Louis XVI, Louis XV, Queen Anne, Heppelwhite, Chippendale and Adam periods were in evidence. A Louis XV suite with bow foot cane panel bed, vanity dresser, cheffonette and handsome dresser in walnut was very pleasing to the eye. Bow foot beds, vanity dressers and chiffonettes are features of practically all the newer suites. Adam and Chippendale suites were shown in ivory enamel with attractive period decorations.

A full display of Gunn sectional bookcases was displayed and a new library suite in walnut, Queen Anne period, was a feature of the exhibit.

Down the centre of the exhibit were shown period designs in chesterfield tables, livingroom tables, and parlor tables, davenport end tables, card tables, sewing tables, tea tables and trays, telephone stands, cellarettes, record cabinets, pedestals and jardiniere stands.

A large room on the second floor of the factory was occupied by McLagan phonographs. Many exclusive period designs were exhibited in oak, mahogany and walnut. Queen Anne, Louis XVI, Louis XV, William and Mary, Chippendale, Adam and Gothic designs were in evidence. One Chippendale design with record cabinets on each side created a great deal of comment among visiting buyers. The library table model is something out of the ordinary. All McLagan phonographs are equipped with automatic stops, tone control, etc., and play any make of disc record.

Kindel Bed Company Limited

This firm had their display in one of the down town stores in Stratford which they leased for the occasion. They have greatly expanded in the living room line, showing some very attractive overstuffed chesterfields and easy chairs. Kroehler Kodavs and Davenos with neatly upholstered livingroom chairs to match, made up a large part of their exhibit. Chesterfield beds are a strong line with the Kindel Bed Company, and a line that should take well with the retail trade. Some pieces upholstered with Marshall cushions were particularly comfortable and attractive.

A new library suite consisting of kodav, library table, chair and rocker which this company are shipping k.d., was a feature.

Kodavs in period designs in walnut and mahogany were in evidence.

Stratford Manufacturing Company Limited

A striking display of their line was made by this firm in the Farquharson-Gifford Building. Folding screens are a new line with this company and some very attractive ones were shown. Folding kindergarten sets, baby swings, for indoors and out, baby walkers, playyards, extension porch gates are all new lines that should find a ready market in the furniture stores of Canada.

Their usual line of lawn, camp and verandah furniture, ironing boards, clothes racks, bread boards, dressmaking tables, kitchen tables, step ladder stools, ladders, etc., occupied prominent places in their exhibit.

Imperial Rattan Company Limited

This company made a striking display of their line in their showrooms at the factory. In reed and rattan several suites were shown in grey enamel and ivory enamel. Chesterfields, settees, chairs and rockers, with a sprinkling of floor lamps made up a large part of the exhibit. "Old Hickory" verandah and lawn pieces were shown in swings, chairs, rockers, settees, ferneries, flower stands, children's sets, etc. This line has proved a very popular one in Canada. Workmanship and finish are particularly noticeable.

The Stratford Chair Co. Ltd.

A very extensive showing of their large range of chairs was made down the middle of their showrooms with bedroom lines on one side and diningroom on the other. The display of chairs embraced all designs and finishes. There were diners of all varieties. office chairs and stools, rockers, dressing chairs, and arm chairs.

Bedroom suites were shown in walnut and oak, ivory and white enamel, gum, finished natural and finished walnut. Several period designs were shown in bedroom goods.

Diningroom suites were shown in fumed and golden oak and gum, and here again the period designs were very much to the fore.

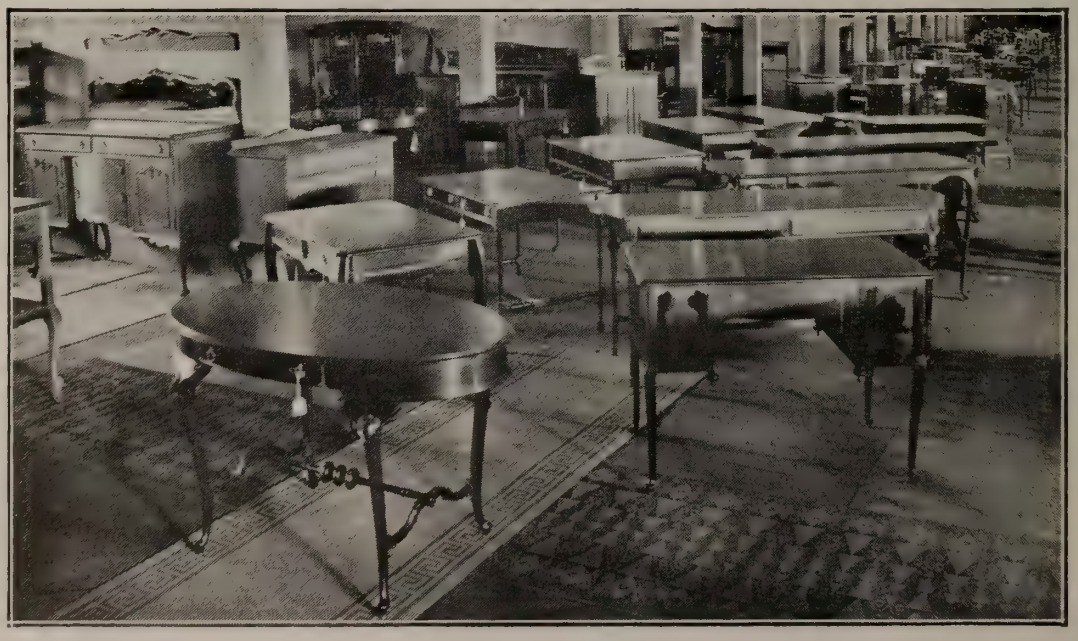
Altogether, the display was not only an extensive, but an attractive one.

Stratford Bed Company Ltd.

This firm showed some fine examples of their workmanship in the showrooms of the Stratford Chair Co. There were several new designs to greet the visiting trade. Various finishes were shown as usual.

The Farquharson-Gifford Co. Ltd.

The display of this company in their own building was one that appealed to the eye both from the standpoint of size and attractiveness. There were some out-



View of one section of the attractive exhibition of the Geo. McLagan Furniture Co., Stratford.



Display of McLagan phonographs at January Exhibition, showing wide range of period designs.

standing patterns in coverings, and with the new designs being shown, the display was certainly one worth visiting.

In livingroom furniture, chesterfields and easy chairs, some new and handsome designs were shown, and striking examples of their artistic work were demonstrated in a suite covered in purple and another in black and gold.

A big variety of designs in their Nufold Divanettes and Pullman beds were on display with chairs and rockers to match, making some very attractive and unique suites.

The whole display of this company was greatly improved by the lighting. There were a number of floor lamps with colored silk shades which greatly enhanced the appearance of the goods on display.

H. E. Furniture Company

The H. E. Furniture Company, of Milverton, Ont., made an exhibit of their kitchen cabinets and tables in conjunction with the Kindel Bed Co., at Stratford. Their white enamelled cabinets attracted considerable attention and the enamelled metal top kitchen table is something new. The H. E. Company are bringing out a new line of cedar chests, and samples of the line were on display.

KITCHENER

Baetz Bros., Furniture Co. Ltd.—Anthes Furniture Company

One of the most striking exhibits at the Kitchener Exhibition was that of the Baetz Bros. Furniture Co. and the Anthes Furniture Co. These two progressive firms had their exhibits together on the second floor of the Anthes factory. As soon as you entered this floor you were struck with the beauty of the array of high-grade furniture.

Breakfast room, diningroom, bedroom and living-room suites were set in such a manner as to attract the attention of every visitor, while reading and floor lamps placed so as to give the best light possible served to make the display one that will be remembered for some time by those fortunate enough to see it.

At one end of the exhibit there was arranged a four-room apartment which was exceptionally good. The breakfast room was daintily furnished with a grey and blue enamel suite consisting of a novel shaped gate leg, drop leaf breakfast table, with four chairs, buffet and serving table. The diningroom was furnished in Heppelwhite design—buffet, extension table, china cabinet and serving table with flatware cabinet and compartment for silver or liquors. The livingroom was particularly good—furnished in Spanish Renaissance style with library table, gate-leg table, writing table, secretary and bookcase combined, cabinet for china or smoking accessories. All these pieces were in solid walnut, shaded wax finish. In this room there was also a settee, arm chair and two side chairs in same style—walnut—neatly upholstered with covering to blend with furniture of this period. The bedroom was furnished in Louis XVI period, ivory enamel suite with bow foot bed, vanity dresser, chiffonette, dresser, secretary, chairs and floor lamp.

One breakfast room suite in quartered oak, English brown finish with black moulding is particularly worthy of mention. Diningroom suites in Italian Renaissance, Louis XVI, Queen Anne, Heppelwhite and Jacobean designs in English brown and fumed finishes occupied a prominent place in the display.

Bedroom suites in Chinese Chippendale, Louis XVI and Queen Anne were in evidence in walnut and mahogany, and one in grey enamel.

Louis XVI livingroom suites were shown in both cane with upholstered seats and loose cushions, and in all upholstered. Two French Chippendale suites attracted your attention, and several new designs in chesterfields and easy chairs made up a very handsome exhibit.

H. Krug Furniture Co. Limited

This firm made an extensive display of their high-grade line of furniture at their factory show rooms. Hand-carved designs in library and hall tables and chairs were in evidence.

New designs in livingroom furniture, chesterfields and easy chairs were mostly of note. Club chesterfields are a large line with this company and pieces shown were comfortable and luxurious. Several de-

signs in cane-back chesterfields with upholstered cushions were shown.

Library tables, secretaries, chairs, rockers, gate-leg tables, ferneries and pedestals, served to make this exhibit a very handsome one.

Beaver Furniture Company Limited

This company had their display at Schreiter's Furniture Store, King St., Kitchener. Several new designs in period diningroom furniture were shown in oak and walnut.

Hespeler Furniture Company

Hespeler furniture was shown in Schreiter's Furniture Store on King St., Kitchener. Several new period suites were in evidence. Queen Anne designs in both bedroom and diningroom furniture occupied a portion of this display. Chinese chippendale and some Louis suites were worthy of the attention of the discriminating buyer.

De Luxe Upholstering Co.

This firm made a display of their upholstered furniture in Schreiter's Furniture Store, King St., Kitchener. Several luxurious livingroom suites were on display. Coverings this year are very attractive.

Crown Furniture Limited

Crown Furniture Limited, of Preston, occupied their usual space in the auditorium, Queen St., Kitchener. Devoting their energies to bedroom furniture this firm are placing many attractive suites on the market. Walnut, mahogany, figured gum, quartered oak, and ivory, and white enamel suites in period designs made up their display. A Louis XVI suite was particularly attractive.

Lippert Furniture Co. Limited

This company occupied a large portion of the auditorium in Queen St., Kitchener, with their permanent display. A representative showing of upholstered livingroom furniture in period designs was on display. A richly upholstered cane livingroom suite attracted much attention.

Many period designs in diningroom suites were shown in oak, mahogany and walnut. One end of their display was devoted to the Lyraphone talking machine which this firm are featuring with great success. Period designs were shown. The Lyraphone is equipped to play any make of disc record.

Geo. H. Hachborn & Co.

A display was made by this firm at their permanent show rooms in the auditorium, Queen St., Kitchener. An extensive line of upholstered living room and parlor furniture was shown as well as many designs in couches. New coverings were much in evidence.

Chesterfield suites by this firm are built upon attractive and comfortable lines. Upholstered with Marshall cushions they should prove ready sellers during the coming season.

Folding screens occupied a part of this display and a new thing in a ladies' folding work basket is worthy of note.

Geo. J. Lippert Table Company

This firm had their display at the auditorium in Queen St., Kitchener, with that of the Lippert Furniture Company. An extensive display of diningroom tables in period designs were shown. Library tables, jardiniere stands, aquariums and smoking sets occupied a prominent place in the display, and the reading lamps which are part of this firm's product served to make this exhibit an attractive one.

Art Furniture Co. Limited

This company made a display of their bedroom furniture at 26 King St. E., Kitchener. They have shown a marked improvement in their line during the past year. Several striking period designs were shown in walnut, mahogany and ivory. One suite with bed with bow foot and vanity dresser is particularly worthy of note. Library tables were also shown extensively.

Jacques Furniture Company

At their factory showrooms this firm had on display several period designs in bedroom suites with Queen Anne predominating. This company are making a special feature of their drawer construction.

D. Hibner & Company

This firm showed their line at their factory showrooms. Many period designs in diningroom suites were shown both in walnut and oak. A solid mahogany inlaid dining room suite was a feature in connection with this end of their display. A full line of buffets and tables in oak are a part of their product.

Bedroom suites are a new departure with the D. Hibner Company, and many artistic designs in oak, walnut and mahogany were shown.

Hall seats and mirrors, reading, library, parlor and chesterfield tables in mahogany, walnut and oak occupied a part of this exhibit.

Several new designs in neatly upholstered chesterfields and livingroom chairs were in evidence. Sectional book cases were also shown.



No. 288—Chesterfield manufactured by D. Hibner & Co., of Kitchener, with loose cushion spring seats.

WATERLOO

Waterloo Furniture Company Limited

The Waterloo Furniture Company had a striking display of their livingroom and parlor furniture on the third floor of the Edwards and Eitel furniture store. Chesterfields and chairs with cane backs and sides with richly upholstered seats and loose cushions were particularly worthy of note. One Queen Anne design attracted considerable attention. Period designs in stuffover goods were very good.

Library tables, diners and den furniture in oak, walnut and mahogany occupied one end of the display. This firm are now featuring an extensive line of popular-priced diningroom and bedroom furniture and devoted a part of their display to this line.

The walls were hung with many new samples of mohair velvets which will be one of the best selling features of the Waterloo line during the coming season.

Snyder Bros. Upholstering Company

Snyder Bros. had a very snappy display this year. They have remodelled their showrooms into a series of livingrooms that extend completely around their show. Each room was furnished with a Chesterfield and easy chairs, library table and floor and table lamps. Many new designs in tapestries and velvets were in evidence —also some new designs in Chesterfields.

In the centre of the display were many Chesterfields and livingroom chairs lighted in a striking manner with semi-indirect ceiling lamps and floor lamps. A few designs in leather-covered and club chairs were shown.

Snyder Desk and Table Co.

This firm had a comprehensive display of their line of flat and roll top desks, typewriter desks, library and office tables, chairs and stools in the showrooms of the Snyder Bros. Upholstering Co. They also showed a line of lawn and verandah furniture in white and green that is worthy of comment.

Woeller, Bolduc & Co.

This firm had a very neat display of their chesterfields and easy chairs. Several new designs were in evidence and some new coverings are deserving of mention. The construction of Woeller Bolduc chesterfields and chairs is particularly good. Livingroom suites and library tables were the predominating feature of this exhibit.

Quality Mattress Company

The Quality Mattress Company of Waterloo, had a splendid display of their many high-grade mattresses in their factory showrooms. This firm is featuring a high-grade Kapok mattress that should appeal to the dealer. Box springs and pillows were also shown. Quality Mattresses and Box Springs were also on display at the Snyder Bros.' show at Waterloo, and the Crown Furniture Show at the Auditorium, Kitchener.

TORONTO

Canada Furniture Manufacturers Ltd.

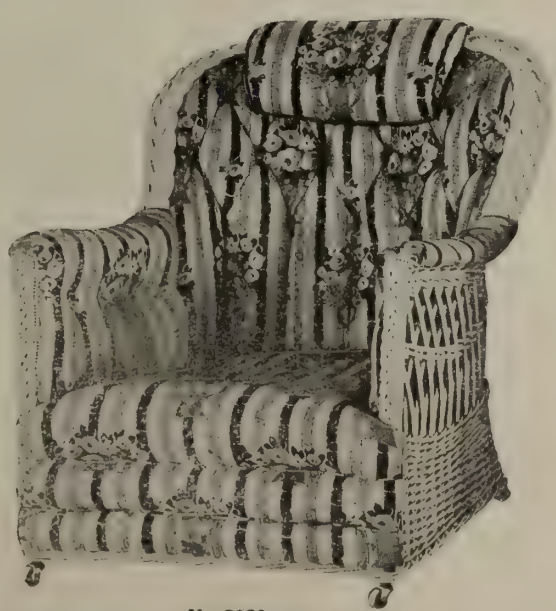
This firm had the usual extensive showing of their goods at their permanent showrooms at 136-140 King St. E., Toronto. Displays are maintained on five floors and buyers have an opportunity of inspecting the furniture lines manufactured in their various factories, under one roof.

There was a particularly strong showing of bedroom furniture, the entire second floor being devoted to this line. Walnut was much in evidence while mahogany is also strong. There were some nice showings in white enamel and satin walnut. Queen Anne still holds the lead in popularity with William and Mary and Louis XVI sharing second honors.

Walnut and mahogany also predominated in the dining room suites shown, while an old oak suite was one of the outstanding new showings. Period designs included Queen Anne, William and Mary, Adam, Sheraton and Cromwellian. Tables are running more to the



No. 3043



No. 3039

Two attractive reed chairs by Canada Furniture Manufacturers Limited.

square design. More china cabinets with closed doors are being shown. They show a big range of Windsor chairs which can be supplied in all colors.

On one floor is an extensive showing of desks, library tables, dinner wagons, sewing tables, smoking stands, telephone stands and kindred lines. In these goods, English brown is superseding the red finish to a large extent. The console table in combination with wall mirror is a new feature. Sectional book cases are also a big feature with this firm.

One of the most attractive spaces is that devoted to reed and rattan furniture which can be supplied in any color and with trimmings of any variety of tapestry. The range includes chairs, settees, tables, sewing tables, smoking tables, dinner wagons, etc.

The Andrew Malcolm Furniture Co. Ltd.

This firm which has factories in Kincardine and Listowel, had an attractive showing of their dining room and bedroom furniture at 215 Victoria St., their display occupying the entire third floor of the building. Two passageways were arranged down the entire length of the building with suites ranging along both sides. Each individual suite was grouped in room formation with a setting that showed goods up to advantage. Walnut, which this firm makes a special feature of, predominated, while there were a few suites in oak. There were also some attractive showings in den and livingroom goods.

In bedroom furniture, Queen Anne was well to the front, one suite of eight pieces being particularly outstanding. A Chippendale suite on display attracted much attention, while some attractive suites in white ivory were shown.

F. E. Coombe Furniture Co.

This Kincardine firm had quite a representative showing of their living room and novelty lines on the second floor of the Craig Building, Victoria St.

Stuff-over chairs and chesterfields in which they specialize were shown in a wide range of designs and coverings. Tapestries are well to the front, while real comfort is the big underlying feature of all these goods.

A special showing was made of dinner wagons with a number of worth-while features, while their library sets and individual chairs also attracted attention.

Owen Sound Firms

The North American Furniture Company, The National Table Company, and The Owen Sound Chair Company, all of Owen Sound, had a combined display of their goods in the permanent showrooms which they have opened on the sixth floor of the Allan Building, 55 Bay St., Toronto.

The bedroom and dining room suites of the North American Furniture Company were shown in a variety of designs and finishes, while quite a range of individual pieces such as pedestal lamps, smoking sets, magazine stands, library tables, etc., were shown.

The Owen Sound Chair Company manufacture chairs of most every variety and finish, including diners, livingroom and office. Medium-priced lines were prominent in living room chairs. The National Table Company manufacture a general line of tables.

The Renfrew Refrigerator Company

This firm also had a showing of their household refrigerators in association with the above firms in the Allan Building and will maintain a permanent display there throughout the year.

The Ideal Bedding Co. Ltd.

This company had a good showing of their goods at their plant on Jefferson Ave., Toronto, and report a large number of buyers who bought freely. They are showing a number of new designs of beds in a variety of finishes. The ribbon finish is very popular.

The Canadian Mersereau Co. Ltd.

A number of new models for 1919 were shown by The Canadian Mersereau Co. Ltd., at their factory on Florence St., Toronto, during the month of January. Some particularly attractive designs were shown. The ribbon finish is much in demand.

The Gendron Mfg. Co. Ltd.

The Gendron Mfg. Co. Ltd., made a display of their productions at 55 Bay St., that was well worthy of visiting. The company has made big advances in furniture making, and their old ivory finished rattan suites with chintz upholstering were very fine. The ebony and gold combination finishes were another striking exhibit, as, too, were the fumed. A splendid selection of chintz coverings was on display. While odd in some designs, they were rich in colors, toning down to quiet combinations. All the examples of furniture displayed showed the lines were strong on color finishes.

Baby carriages occupied the centre aisle of the booth. Here, too, the color finishes were well played up. Grey seems to be the predominating tone, and some nice samples of duo-tones were in evidence—white and grey and white and blue. Some of the carriages shown were both the company's most popular wood bodies and their rattan bodies.

Cradles, children's chairs and rockers, verandah chairs and rockers, and invalid's chairs were also shown in this section. Some decidedly new features have been added to the invalid chair line, making the chairs so adjustable in every part that to the onlooker nothing has been left undone that could add to the comfort of those for whom they have been constructed.

A special section of the display was reserved for the children's play line—doll carriages of all sizes in wood and reed bodies, imitating closely the carriages for the real babies; sulkies, velocipedes, automobiles, rocking-horse chairs, baby walkers, kindergarten, sets, metal toy carts and wheelbarrows, etc. A striking new line of velocipedes shown are the "Blue Devils," colored in light French blue and built of spring steel. The company are bringing out, also, six new lines of automobiles. These will be ready in a month's time, as will also be the samples of their next season's sleigh lines.

Messrs. Bateman, Roy and Chadwick were in charge of the display.

The Gold Medal Line

Following their usual custom the Gold Medal Furniture Company made a display of their full line at the Toronto factory. This year, in addition to their large line of upholstered furniture, divanettes and Hercules springs, they showed several very attractive designs in phonographs. For some years past they have made the cabinets and assembled machines for several large companies, and a few months ago decided to market their own finished product—under the name of the Gold Medal Phonograph. Good business was done in this line and would have been much larger during the

(Continued on page 32)

Canadian Furniture World

TORONTO FEBRUARY 1919 CANADA

A THRIFT REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,

THE COMMERCIAL PRESS, LIMITED,

32 Colborne Street, Toronto.

The January Exhibitions

That the men engaged in the furniture trade of Canada have succeeded in chasing the bogeyman of business depression which many people were inclined to believe would follow in the wake of peace, is indicated by the success of the January Furniture Exhibitions in Ontario this year.

The furniture manufacturers of Ontario demonstrated their faith in the new era which we have entered upon by displays which surpassed those of the previous few years in number and extensiveness, and the retailers of the Dominion responded in a pleasing manner by visiting in large numbers and buying on an extensive scale.

A full report of the exhibitions and the showings of the various firms will be found in this issue. Every dealer would do well to read it thoroughly.

* * *

Accumulated Demand For Furniture

In addition to the increased demand that should be stimulated for furniture during the next year or two by reason of the large number of new homes that will be opened up throughout the length and breadth of the land, there is also another factor that should mean much to furniture sales. This is the demand that has accumulated during the past four years by reason of people foregoing the purchase of furniture that they otherwise would have bought.

One investigator estimates that the amount of furniture that would have been bought in Canada in normal times and which was not because of the war, is equal to a full year's production of all the furniture factories of the Dominion. This accumulated demand should begin to make itself felt now that normal peace conditions are again close at hand.

* * *

Held Better Bedding Exhibition

Seldom has anything of its nature been attempted in Canada as was carried out by the Green Furnishing Company, of Hamilton, Ont., last month when they conducted their Better Bedding Exhibition. It was inaugurated with the idea of putting more help into an otherwise quiet month, and to stimulate greater interest in a line that is not given the attention in the average store that it should get. There is no doubt that many stores could materially increase sales of bedding if they would put some real energy behind this line, as the Green Furnishing Company did.

The success of their undertaking is indicated by the fact that over fifteen thousand people visited the store during the five days. A full account of this unique exhibition is given in this issue and is worthy of the careful perusal of every reader.

* * *

Sizing up Yourself

At this time of the year we hear a good deal about stock-taking in business. Why shouldn't a man take stock of himself once in a while, to make sure that he himself is progressing in just the manner he should?

Ask yourself a few questions. Are you being as aggressive in going after business as you might? Are you employing all the energy and ability you possess or have you possibilities that are yet undeveloped? Are you co-operating with those around you in a way to accomplish the best results? Are you endeavoring to learn more about your business? Do you spend your spare time in a demoralizing way or in a manner that reduces your business aggressiveness? Do you get around as early in the morning as you should? Do you set a good example generally to other members of the staff?

And last, but not least, would you hire yourself at the wages or salary you are drawing?

* * *

Know Where You Are Going

When you start out to go any place you generally make sure that you are going in the right direction before you start walking. Similar common sense should be exercised by the man in business. He should make certain that he is really making progress in the right direction. There isn't much sense in working one's head off unless it is getting him some place. Too many merchants go on working from year to year without really knowing whether they are making any money or not, instead of finding out periodically whether they are making money or how much.

This is the purpose of the annual inventory and financial statement. It shows the dealer just how he stands as compared with a year ago, whether he has really made money and to what extent. It also brings to light many little particulars regarding stock, condition of book accounts and bills payable that cannot help but prove of value to the dealer in planning for the new year ahead.

If you are not in the habit of taking stock annually and making out a yearly financial statement, it is about time that you got the habit. You will find that it will prove a mighty valuable habit. Get busy.

Errors in Freight Charges

A correspondent of The Toronto Globe urges an efficient audit of railway freight bills, alleging that thousands of dollars are lost annually through incorrect freight charges.

There is certainly need of checking up freight bills. There are hundreds of freight schedules and of classifications applying to them, and under the best of circumstances mistakes are liable to occur.

The extent of mistakes is shown by the fact that a number of audit companies carry on a profitable business by detecting errors and securing adjustments on freight bills on a commission basis.

* * *

Getting a Wife By Mail

An Eastern Canadian paper recently used a cartoon entitled "Getting a Wife by Mail." One section showed a man in a sentimental pose, courting his wife from afar with the help of a photograph. The photograph was "easy to look at" and he could hardly wait for the day when he would meet her. But, alas, what a rude awakening, when that day did arrive. The original failed to match up with the picture.

And this is the frequent experience of people who buy goods from mail order houses by pictures. When they arrive they are a disappointment. This is where the local dealer has the edge on the catalogue house. He can show them the actual goods—let them see, feel or smell them.

* * *

The Placing of Signs

Frequently, little things count for much. For instance, take the placing of signs. The average person is not a close observer. It is necessary to go more than half way to meet his ordinary range of vision, because he will not go the other half way.

The proprietor of a big chain of retail stores stated recently that they had made hundreds of experiments with signs in their stores, and find that, to get the best results, it is necessary to place a sign directly on the level of the average customer's eye when he is seated.

"As near as we can ascertain," he states, "an announcement of a new line displayed at eye level is just five times as effective as one which is two or three feet higher than the eyes. An observant man may look up and see the sign that is higher up, but there are comparatively few observant men."

* * *

It is Profits That Count

In summing up the past year and planning for the year to come, bear in mind that it is not sales which count, but actual profits. A large volume of business does not necessarily mean that you have made money. Get down to actual profits in gauging your progress.

* * *

Keep After Collections

The dealer who has past due accounts on his books should get after them now. Most people are pretty well "fixed" financially at the present, but there will come a time when such will not be the case. Clear your books of the deadwood now and build up a reserve against any depression the future may hold.

Dad's Monthly Letter to Jim in the Store : : :

By Edward Dreier

Jim, did you ever realize the power of a pleasant smile? It's tremendous. Smiles change the lives of people. They sink into a nature and remain there for years. Let me tell you a little story of a woman who smiled.

This woman moved into a little Western Ontario town from a big city over in the States. She didn't know anyone. But this woman had a wonderful personality and it wasn't long until people found out that she was in the town. They found out who she was and many of them spoke to her. And she smiled back at them. She smiled a good morning or a good night at the baker boy and the market boy—and she smiled a "good day" at everyone she met. Her face was a veritable ray of sunshine always.

A year or more after, this woman passed into the Great Beyond—it all happened very suddenly. So they took her back to the city from where she came. And, Jim, the night they took that woman away, her entire street was lined with people. There were truck drivers and coal heavers crying as if their hearts would break. Women almost went hysterical. The local florist said that never in the history of that town had so many flowers been purchased for anyone.

Just one year, Jim—a year of bright smiles made for that woman more friends than anyone else there had. Take this lesson to yourself in your work there. Have a cheery smile for everyone. Smile on children—they'll be men and women soon. Smile on the old—for they can only have your smiles a little longer. Smile, smile, always—just a good, honest and sincere smile right out from the bottom of your heart.

You'll find, Jim, that the patrons of the store will look to you for that smile. Perhaps a smile may put courage into someone who has had business reverses. who can tell. Put a smile into your work from morning until night and you will find that the work is awful easy—and you'll find, son, that your work will be better. There's a lot of satisfaction in that, isn't there?

Try it on the next one who comes in the door after you read this letter and keep on trying it on every-one who comes into contact with you. Just a little, cheery smile for a good morning or a good night—and a heart reflects your smile.

Merrily,

YOUR DAD.

IN THE VALLEY OF WHATSTHEUSE

My friend, have you heard of the town of Yawn,
On the banks of the River Slow,
Where blooms the Waitawhile flower fair,
Where the Sometimeorother scents the air,
And the soft Goeasys grow?

It lies in the valley of Whatstheuse,
In the province of Letitslide,
That tired feeling is a native there—
It's the name of the listless Idon'tcare,
Where the Putitoffs abide.

Passing Comment on Current Topics

Watch Credits Closely The present is a time that calls for the exercise of special care in the extension of credits if the dealer would avoid loss. There is a well grounded reason for this. Many people who have been drawing large wages at munitions and other war work will have to get along on a smaller income. Many of them have been living right up to their enlarged income and will find it difficult to make ends meet at the reduced wages. They will be applying for credit at local stores and dealers need to use their best judgment in handling the matter. People who were not able to save money when engaged in munition work are not likely to prove very reliable parties to extend credit to when employed at less remunerative work.

* * *

Ask For Credentials Don't be backward in demanding credentials from those who ask you to extend credit to them. You can't get goods from a wholesale house until they are assured that you are perfectly reliable and a good risk. Why should you extend credit to every Tom, Dick and Harry without a pretty strong assurance that you will get paid for your goods?

Assume that it is your right and privilege to know the patron's probable ability to pay. Don't be backward in asking as to amount of money they earn, when they get paid, what other dealers they have been trading with and whom they can give as reference. You are entitled to this information.

* * *

Set Time For Payment When extending credit to a customer set a time for the payment of the account and give the customer to understand that you expect payment promptly at that time. The date of payment should be set according to the periods that the patron receives his wages.

Get after accounts just as soon as they are due. It is a bad business policy to allow customers to get into the habit of allowing accounts to run after the time set for payment or to allow a balance to run over. With the average person on a wage, if they are not able to clean up all their current bills one pay-day, they are less liable to be able to care for them the next pay-day.

* * *

Get After Collections If there are accounts standing on your books now is the time to get after them. Money is more free with many people than it will be for some time to come, and the present is undoubtedly the time to get them to clean up what they owe you.

You should be building up a bank reserve now that will allow you to face any unforeseen obstacles of the future with confidence. You are probably planning to expand your business just as soon as conditions become favorable. The present is the time to prepare your finances by gathering in all over-due accounts.

There is also another side of the question—you should have your money working for you, which it isn't when it is standing on your books. Money is worth from 5½ to 8 per cent. these days and any surplus you have should be earning that for you.

* * *

Prospects for Business The furniture dealer can face the future with confidence, for the most of his goods are very staple lines. The amount of goods purchased through the furniture dealer will also be larger as the men return from Europe and join the general public again.

As normal times return again there will also be a revived demand for many of the fancy lines of goods which have disappeared from the limelight during the past couple of years.

Altogether, the future, both immediate and more far removed, looks bright for the retail furniture dealer.

* * *

Planning for the Future The retailer should look at the future in a broad way and make his plans with the anticipation of a long period of opportunity for expansion. We are now entering upon an era that we all trust will be one of prosperity for the Dominion of Canada and this prosperity will best come by a high level of individual ambition and endeavor. No decided boom should be looked forward to, but a steady legitimate, well-founded and well-maintained growth that will spell general prosperity and expansion.

* * *

The Matter of Service It can be expected that service will again become prominent as a factor in business-getting but retailers should not be too hasty in inaugurating costly service that will eat up too much of the profits.

Previous to the war some dealers were going a little too far in the matter of service—especially delivery service. It was becoming an oppressing burden and a wrecker of profits.

There is a happy medium to be aimed for, that gives an appreciated convenience to customers but does not prove too costly to the dealer.

* * *

Profit on Advancing Goods Some dealers are averse to taking the extra profit resulting from prices advancing on goods purchased at a more favorable price than obtainable at the moment. Such dealers are inclined to regard it as profiteering, whereas it is only a protection against the time when prices will begin to head in the opposite direction and the dealer will be compelled to take his losses on declining goods.

BEDDING EXHIBITION BY HAMILTON FIRM

Green Furnishing Company of Hamilton, Ont., conduct a five-day Better Bedding Exhibition with great success—Over 15,000 people attend the event—Many features to attract and interest the public were employed

ONE of the biggest events of its kind that has ever been staged by a retail furniture store, was the "Better Bedding Exhibition" conducted by the Green Furnishing Company of Hamilton, Ont., for five days during January. It was well-planned and cleverly carried out, and altogether a huge success, attracting no less than 15,400 people to the store during the five days.

Many Features to Interest

It opened on Monday, January 13, and continued for five days, with Hamilton's best orchestra providing music, refreshments served free in the basement in connection with the cooking demonstration, and a free prize drawing through which the count was kept of the number of persons entering the store. Every effort was made to keep things running strong and it can easily be said that interest never lagged for a moment.

Enlivened Quiet Month

The main intent of the Better Bedding Exhibition was to enliven an otherwise dull month and make a drive on a line that is capable of great possibilities and does not receive the attention in the average store that its importance warrants.

The complete lines of fourteen manufacturers of bedding were ordered to arrive in good time to permit of comprehensive display. The program for the five days was as follows:

Daily—

Lorna's Orchestra 2.30 to 5 p.m.

Free prize drawings, 4 p.m.

Refreshments, afternoons and evenings.

Monday, January 13, Opening Day

All Canadian bedding lines conveniently displayed for leisure inspection.

Tuesday, January 14, "Alaska" Day

Featuring the famous "Ostermoor" mattress, pillows and kindred lines.

Wednesday, January 15, "Ideal" Day

Featuring the Ideal Bedding Company's brass and iron beds, mattresses, springs, pillows, beds, couches, etc.

Thursday, January 16, "Sanitary" Bedding Day

Exhibiting prominently bedding lines that have special sanitary features.

Friday, January 17, Bedtime Comfort Day

Featuring comfort-giving mattresses, pillows, springs, box springs, etc.

Baby's comfort—this day is also set aside to feature baby-beds and nursery furnishings.

Extensive Advertising of Event

The success of the event is due to a large extent to the advertising done in connection with it. The publicity was excellent both in regard to quality and quantity. Even before Christmas, stickers announcing the dates were placed on all local mail. The first real shot was fired when a store paper, "The News," was delivered to 23,000 homes in Hamilton, and 3,000 more to the rural section. Great confidence was placed in this medium for it had proved its value on previous occasions. On the Saturday previous, the three local papers carried four column announcements, and thereafter, during the course of the exhibition, ads. appeared daily in the two publications enjoying the largest circulation.


GREENS

You Are Invited To Attend The First "Better Bedding" Exhibition In America

—At Greens

This is the first "Better Bedding" exhibition in Amer ica. The foremost Canadian manufacturers will display their full lines of sanitary bedding. All the new makes are included. This is your chance to decide which are the most comfortable and sanitary springs and mattresses, which are the most beautiful brass and iron beds. All here for your inspection.

Exhibition Will Start Next Monday

Starting next Monday, a large part of our big store will be given over to things bedding. The exhibition will continue till Friday, Monday (opening day). Canadian Bedding lines conveniently displayed for leisure inspection. Come Monday for sure and make up your mind to come every day. Special features all week.

Valuable Prizes Are Given Every Day

Every day on entering the store, you will be handed a duplicate numbered ticket, entitling you to a chance on that day's prize, half of which you will place in a box on the second floor, the other you will retain. Tuesday and following days, at 4 o'clock, the winning tickets will be drawn and published in Spectator and Herald the following day.

These tickets are absolutely free of charge to all visitors. **Monday's prize** will be a sliding couch, value $20, manufactured by the Gold Medal Manufacturing Co., Toronto. **Tuesday**, Waldorf Box Springs, $30. **Wednesday**, "Ideal" Brass Bed, $37.50; **Thursday (five prizes)**, Brass Bed, $35.50, Kapok Mattress, $25; Coil Spring, $12. Brass Commoner, $12; White Metal Bed, $12. **Friday**, four Marshall Ventilated Pillows, $12. Layer Felt Mattress, $20. Standard Mattress, $20. Adjusto Mattress, $22.50. Coil Spring, $12.50.

Music and Refreshments Provided

Lornas' Orchestra will render music every afternoon during the exhibition. Refreshments will be served in the basement, and will be prepared by an expert cook on the Treasure Coal, Wood and Gas Range and the Detroit Vapor Oil Range. Together with the instructive exhibition, music, drawing contest and refreshments the whole time will be spent to great advantage.

The Importance of Sleep Comfort

Sleep Comfort is all important. Think what it means to spend actually one third of your time in bed. Ventilation is an important factor, restful comfort another. No matter what you do to keep sleep, you will never be sound unless your bed invites perfect relaxation. At the exhibition you will see beds of perfect construction and beautiful appearance, springs and mattresses that induce perfect sleep and rest.

No Selling During This Exhibition

During the exhibition there will be no selling, no solicitation on the part of the store people. This will give you an unprecedented opportunity to inspect beds and not be annoyed about the thought of having to buy. There will also be instructive addresses daily.

Next Tuesday Will Be "Alaska Day"

An interesting window display will be that of "Alaska" bedding of Montreal, on Tuesday. This firm has arranged for special features, and the whole day will be given to featuring bedding from this firm's manufacture. Perhaps the most interesting will be the famous "Alaska" Gold Seal Bed with a beautiful steel finish that suits the beauty of wood to the strength of steel, equipped with Waldorf Box Spring and Ostermoor Mattress and Alaska all feather pillows.

COME NOT ONCE, BUT MANY TIMES

The Green Furnishing Co.

STORE REMAINS OPEN EVERY EVENING

Corner King and Catharine Streets

Initial newspaper advertisement in connection with the Exhibition. It was followed by regular space in local papers.

Attendance Greater Than Expected

The week prior to the opening it was felt that one thousand tickets for each of the first three days and fifteen hundred for the last two would suffice. At two o'clock on Monday a hurried reorder was sent in to the printer—2,400 persons entering the store on that day; 2,500 on Tuesday; 3,200 on Wednesday; 3,700 on Thursday, and 3,600 on Friday. The weather was fair and mild all week and could not have been better.

Many Channels of Advertising Used

No channel was lost in which to advertise the exhibition—a large canopy stretched from the front door to the curb so that anyone passing could not fail to see that something was going on at Green's. One thousand five



Front view of the store of the Green Furnishing Company of Hamilton, Ont., during their Better Bedding Exhibition. Note the canopy stretched from curb to door, the big sign and the attractiveness of windows.

hundred letters were mailed to mothers of babies up to one year old, together with an enclosure especially printed for the occasion, inviting them to come on Friday, Mothers' Day. Letters were sent to all hotels, institutions and the Women's Canadian Club.

Contests and Moving Pictures

The drawing was the feature. The box was placed on the second floor of the annex so that all comers had to pass the entire exhibits, which were placarded with tasteful signs. Much interest was displayed by the visitors in the big display of things bedding.

Moving pictures were arranged to be shown on a wall of a building across the street but the brightness of the moon interfered and they were shown inside. A reel showing the process of cleaning feathers was the feature.

Photographs were taken of the exhibits and display windows and it is the intention to publish a printed piece showing the various exhibits collectively and individually. Some of these photos were reproduced in the daily papers.

Manufacturers' Literature Used

Literature supplied by the various manufacturers was handed out daily to the thousands entering the store. A special man opened and closed the door for all comers. Animated windows arranged for Friday showing the Kiddie-Koop and Marshall Sanitary Mattresses attracted a great deal of attention. Calendars were given out to the number of 3,000 the first day; thimbles in the same quantity were handed to all ladies.

People were much interested in the bedding, but at the same time showed a desire to see throughout the store. While no selling or solicitation was advertised the store did average business, and if any article of bedding was purchased, say on Tuesday, the buyer agreed that delivery should not take place until after the exhibition. Many persons attending the exhibition made their choice throughout the week and came on Saturday morning to purchase. Generally speaking the mattresses sold were of good quality and price. People that did not come to the store enquired over the telephone prices of this or that.

At the prize drawing at four o'clock daily short addresses were given, the most notable of which took place on the last two days. Mr. Smith, the manager of the Canada Feather and Mattress Co., was the speaker and held the interest of the ladies in good manner.

The exhibition was followed up by further sales attention to beds and bedding. A big ad. was run in Friday's paper headed "The Better Bedding Exhibition is now over—and now comes the Bedding Sale."

During the Exhibition a good deal of editorial attention was given to it by the local papers as it was really a "news" event.

The idea of running the Better Bedding Exhibition was originated by Kirke H. Green, general manager of the Green Furnishing Company, who was ably assisted in carrying out the scheme on such a big scale and with such great success by Will J. Nash, buyer, F. O. Cundill, sales manager, and P. W. Read, advertising manager.

No. 5878

Free Drawing Ticket

Deposit this half in drawing box
in Bedding Section, Second Floor

This is your chance to win one of Five Big Prizes

1—Pair Marshall Pillows
2—Felt Mattress
3—Standard Mattress, $20.
4—Adjusto Mattress, $22.50
5—Coil Spring, $12.50

You will see winning numbers in Green's advertisement tomorrow.

No. 5878

Free Drawing Ticket

KEEP THIS HALF

and see if this number is the same as drawn and published in tomorrow's newspaper advertisements entitling the holder to One of the Five Prizes.

Before leaving be sure to go to "Baby's" Own Department and see the display of "Everything for Baby."

Sample of the free drawing ticket given to visitors. There was a new contest each day.

LETTERS USED TO ADVERTISE EXHIBITION

Green Furnishing Company of Hamilton, Ont., made good use of letters to a selected list to supplement their regular advertising in connection with their Better Bedding Exhibition—The letters sent out to selected lists

NO stone was left unturned by the Green Furnishing Company, of Hamilton, to interest the public in their Better Bedding Exhibition. One way in which they supplemented their regular advertising was by the use of letters sent to mothers, institutions, hotels and the Women's Canadian Club.

1,500 Letters to Mothers

A total of 1,500 letters were mailed to mothers of babies up to one year, along with an enclosure printed especially for the occasion. The letter was as follows:

> Every mother thirsts for knowledge and new ideas that will insure her "Baby's" continued growth to healthy, happy childhood.
>
> One way to surround the "Baby" with everything necessary to its well being is to let no occasion pass wherein you can get advanced ideas regarding baby's welfare.
>
> You have an opportunity now, of hearing one accustomed to address a congress of mothers, an authority who will speak to the mothers of Hamilton during the "Better Bedding" Exhibition at Green's this Friday, January 17.
>
> Please consider this letter your invitation to be present on that day—Friday, January 17. Light refreshments will be served.

Along with this was sent a circular inviting mothers to attend on Baby's Day and advertising baby beds, cribs, walkers, carriages, bassinettes, cots, cradles and kiddie-koops.

Institutions and Hotels

The letter sent to the heads of institutions in regard to the Exhibition was as follows:

Dear Sir:

When the time comes that you must make a decision on such an important matter as the purchase of bedding, it is rather worrisome to be obliged to consult people whose opinions often are vague, and to depend upon the meagre information furnished by catalogues.

That is why we believe the "Better Bedding" Exhibition will prove to be of interest to you, in your responsibility of supervising the purchasing for the hospitals of Hamilton.

All bedding factories within reach are exhibiting at our store for five days, beginning Monday, January the 13th. There will be no selling—this is a clean-cut educational movement.

Not only do we lay this before you as a real help to one interested in comfortable sanitary bedding, but also as a movement well worth your support.

Yours truly,

THE GREEN FURNISHING COMPANY.

By PWR/BN.

P.S.—Many new designs of institutional beds on display during exhibition.

Letter to Women's Canadian Club

A somewhat similar letter was directed to the proprietors of hotels, while a different letter was sent to the women of the Canadian Club. This letter was as follows:

> Not so long ago the old-fashioned feather tick was in vogue; the spare bedroom was considered incomplete without its fluffy feather bed.
>
> There are so many kinds of mattresses and bed springs nowadays that one really finds it hard to decide which is the best. Surely bedtime is important when nature demands a third of one's life for sleep.
>
> That is why we believe the "Better Bedding" Exhibition will be doubly interesting to you.
>
> Please accept this, our cordial invitation to you, to be present at this exhibition, the first of its kind in America.

Yours truly,

THE GREEN FURNISHING COMPANY.

PWR/RM. By Kirke H. Green.

P.S.—Just ask yourself these questions: Are my beds, springs, and mattresses conducive to vigor-renewing rest: is our bedding sanitary?

With this letter was enclosed a program of the exhibition setting out the features for each day. It was printed on heavy card paper.

This is a method of publicity that is not used to the extent that it might be by the average dealer. Quite often a letter of this kind will get the attention of the prospective customer when she can be reached in no other way. Many women are more inclined to read a letter, especially if it is personally addressed to them, than any other kind of publicity. It has a personal appeal that counts for much.



One interior view of the Better Bedding Exhibition by the Green Furnishing Company, of Hamilton.

STORE PAPER HELPS IN PUBLICITY WORK

Large edition of "Store News" issued to give publicity to Exhibition—Program is given in detail, and reading matter used to stimulate greater interest in comfortable and sanitary bedding—Some extracts from the paper

THE Green Furnishing Company, of Hamilton, have used a store paper before with good results and accordingly made good use of this means of publicity in connection with their Better Bedding Exhibition. They delivered 23,000 copies in Hamilton and 3,000 more in the surrounding district.

What it Contained

It featured the program, told more about it than could be detailed in their newspaper advertisements, listed the prizes given in the drawing contests and set forth special reasons why readers should be interested in better bedding. It contained eight pages measuring 10 by 12 inches and contained advertisements of those firms whose goods they were featuring.

The paper contained some good reading matter that other dealers might use to good advantage to interest their customers. Some of the headings were:

"First Better Bedding Exhibition in America Opens at Green's on Monday Next."

"Boards of Health Gladly Approve."

"Your Soldier Boy Should Return to a Comfortable Bed."

"Restful Sleep an Essential."

"The Importance of Sleep Comfort."

"Bedding Manufacturers Use Great Care."

We give here some extracts from it:

"The Importance of Sleep Comfort"

"The question of sleep comfort has always taken a prominent place among the problems that have confronted the human race for solution. This is only natural when practically one-third of life is spent in the repose necessary to replenish the vital forces used up daily in waking hours.

"For the human body may be aptly likened to the storage battery in a modern automobile. Each day a great store of energy units are used up, which must be replenished by restful sleep. Anything, therefore, that interferes in the slightest degree with deep, dreamless sleep causes a total or partial halt in the process of recharging the vital energies. Such interference, if continued for long, must result in depletion of nerve force and finally in general physical deterioration.

"To come back again to the storage battery comparison, the vital powers of the 'human battery' reach a more or less discharged condition, with ultimate disastrous results.

"In the light of the above remarks, therefore, the importance of a really comfortable bed will be at once realized. A sagging bedspring, a hard, matted-down, lumpy mattress—or a combination of the two—makes deep, restful sleep almost impossible. The hours spent in vainly wooing sleep on such a bed plus the fitful sleep that finally comes, leaves anyone unfit to solve the daily problems of life.

"However, it is not enough for the bed outfit to be comfortable; it is equally important that the materials used in the manufacture of the mattress and pillows

THE NEWS

Published by the Green Furnishing Co., Hamilton, Ontario
CIRCULATION 26,000

EDITOR: P. W. READ, ADVERTISING MANAGER

FIRST OF THE KIND

Hamilton is to see the first "Better Bedding Exhibition" held in America. In propagating such an undertaking the Green Furnishing Company has been complimented from all sides and there is no doubt but that other centres will follow the lead of Hamilton's progressive establishment.

There is greater need to-day of better sanitation in bedding than at any time in history. Congested housing conditions make sanitation necessary and steps are being taken to make sanitary conditions perfect.

The Green Furnishing Company is happy in the thought that through its instrumentality such a broad step in the upward direction is under way; happy in the thought that irrespective of actual profit it is promoting the idea of better bedding and offering to 110,000 people in Hamilton the unequalled opportunity to judge for themselves the claims of manufacturers for perfect sanitation in all things bedding.

No less than 14 Canadian manufacturers will exhibit their complete lines. Every manufacturer is enthusiastic over his product and speakers, in 15 minute talks will show how sanitation, plus comfort, is embodied.

Thinking persons will at once see the tremendous value accruing from such an exhibition. The formal opening of Green's new store in November attracted thousands. The Better Bedding Exhibition will be a still bigger attraction.

All public bodies are asked to be represented, especially those applying to public welfare and sanitation.

Plenty of entertainment is provided, refreshments will be served and the best possible spirit will prevail. There will be absolutely no solicitation on the part of the store people.

The most difficult part of remembering is remembering to remember—conscience is a great help. Let public-spiritedness be the prompter in this case—"Better Bedding Exhibition" commencing January 13—at Green's—corner King and Catharine Sts.

BEDITORIALS

How did you sleep last night Why is this the first question you ask your guest in the morning?

Did you ever really realize that bedtime is one-third of your life?

Yes, moderately priced bedding may be "Better Bedding." Come, and see for yourself.

Make up your mind to visit the "Better Bedding Exhibition" daily. Bring a friend.

What does a comfortable bed mean to you?

A real good mattress outwears three ordinary ones—where does economy come in—first or last?

In times of depression prepare for success. In times of success—prepare for more.

should be new, clean and sanitary in every respect. Nothing less will properly safeguard health. Second-hand materials such as rags, "shoddy," old mattresses, etc., that have been in previous use on or about the person, should be strictly prohibited for sanitary reasons.

"The Alaska Bedding Companies have always lived up to this self-imposed rule. Alaska Guaranteed Mattresses, from the least to the most expensive, are guaranteed to be made from clean, new, sanitary materials. They will give many years of restful, healthful, sleep comfort.

"Alaska all-feather pillows are made from feathers that go through the same washing treatment that your laundry receives, emerging clean, sanitary, light and downy. These feathers are then encased in feather-proof ticking of attractive appearance.

"Every Alaska product is backed by the guarantee of the largest manufacturers of beds and bedding in the British Empire, and the second largest in the world."

"Restful Sleep an Essential"

"Sleep is the body's building-up time. Only deep, sound sleep can restore the energy spent on daily work.

"You can't get this kind of sleep in a wooden bed that creaks and groans every time you move in it, nor in a rattling swaying metal bed, nor on a sagging bed-spring. Therefore buying a sleep comfort outfit is a transaction requiring proper discrimination with an eye to future usefulness as well as present looks."

"Physical Condition"

"There is not anything in the house to which we should attach more importance than bedding. It has not only to do in a very large measure with our comfort, but more especially with our health. Note the physical condition after a night spent in discomfort and unrest, emphasizing the need of a comfortable place on which to lie."

BABY'S DAY

From Green's "Store News"

Not the least important throughout the big bedding exhibition is the display of "everything for baby." All the big manufacturers showed their newest cots, cribs and mattresses for baby. Friday afternoon is set aside for "Baby's Day." You will be highly interested and every mother in Hamilton should spend an hour or two at the exhibition.

Until recently the special manufacture of furniture and furnishings for the child's bedroom has been sorely neglected; it has been a receiving place for articles that were "altogether too good to throw away." Under such ruling as this the child's room naturally lost any characteristic quality of its own on the appearance of a second "Auction shop."

Realization of the importance of environment on the plastic mind has changed the order of things. Now we find the walls decorated in keeping with the childish ideals—Mother Goose borders and so on—good rugs covering the entire floor—and most important of all—real, comfortable little beds.

Comfort is the first requisite for the sleeping room of a child. Color is the second, and all bassinettes, cribs and cots are finished in snow-white enamel. Iron cribs, with sliding sides, have proved to be a boon from the standpoint of sanitation. Comfortable springs, restful mattresses and warm comforters care for the child's repose.

Bassinettes, play pens and special furniture are now made for the child's bedroom, and with various color schemes, specially selected curtainings and rugs the child of to-day is well cared for.

You may well imagine that at this better bedding exhibition all manufacturers have striven to have their new goods for you to see on Baby's Day.

ODD IDEAS FROM THE OLDEN DAYS

Time changes all things and it has great effect in changing the shading of words or phrases. In the olden days if one asked for a bed they would be shown only a mattress and there was much greater distinction between the various parts that to-day we sum under one head—a bed.

In England, before the Norman Conquest and even in the period immediately following, bedsteads were scarce—reserved for the master of the house, or ladies, there often being only one in the house; while the other members of the household took their rest on mattresses of straw laid on the floor or on tables, chests or benches.

The beds used in the sixteenth century were made of oak, often elaborately carved. They were large and cumbersome and therefore difficult of transportation and few of them have reached American shores. These beds were very expensive and in the seventeenth century the commonest variety brought as much as £8.

The materials used to make the mattresses were sometimes called "flock beds," being made of chopped rags, straw beds, canvas beds filled with the down of the bullrush, and silk grass beds, hair beds, and later, chaff beds, showing that almost any soft substance was utilized for making mattresses where feathers were unobtainable.

AN UNUSUAL INVITATION

Unusual methods will sometimes get results when ordinary ones would not. In order to get the attention of customers who had not visited the store for some time, one dealer sent them a message on a regular statment form. At first glance it looked to be a bill, but it read, "To one call you owe at our store where you will find an attractive isplay of new goods."

The novelty of this message will result in many renewals of acquaintance.

YOUR SOLDIER BOY SHOULD RETURN TO A COMFORTABLE BED

AFTER strenuous days at the front, and nights spent under canvas, many perhaps in dugouts, in the hard bunks of barracks, steamer and railroad berths, what a relief for the tired soldier boy to tumble into a real old-fashioned bed.

To your home, perhaps, a hero will soon return. Are you prepared? This "Better Bedding Exhibition" is a splendid opportunity to learn about real bedtime comfort. You can return later to buy if you see things that please you.—Green Furnishing Co., Hamilton.

KNOBS *of* NEWS

The Harris Furniture Co., of Toronto, has recently been registered.

F. X. Valiquette & Co., furniture dealers, of Montreal, have dissolved.

J. A. Lesperance, furniture dealer, of Montreal, has recently been registered.

A. L. Oatman, furniture dealer and undertaker, of Tillsonburg, Ont., is opening a branch at Springfield.

The McAllister Self-Making Bed Company of Canada, Ltd., with head office in Toronto, has been incorporated with a capital stock of $50,000.

J. G. Henry, of Sudbury, was down to Toronto to see the furniture displays. He was accompanied by his daughter, Mrs. Newton, of Copper Cliff.

The Victoriaville Furniture Company Limited, of Victoriaville, Que., has been incorporated with a capital stock of $99,000. The incorporators are P. Tounguy, A. Bourbeau, and J. E. Alain.

The shareholders of the Markdale Furniture Co., Markdale, Ont., at a recent meeting agreed to accept an offer of purchase from W. G. Lee, who contemplates the manufacture of another line.

In order to have the organization under one roof, the furnishings department of the Murray-Kay Company, of Toronto, is being moved to the six-storey building adjoining the Murray store on King St. E.

Brown, Son & McPhee, of Parkhill, Ont., have bought out the furniture business of W. W. Tait. They will conduct their undertaking department in their own stand, and furniture department in the Tait store.

Takito, Ogawa & Co., New York and Chicago, and the Tajimi Co., New York and Boston, two large importers of Japanese goods have consolidated under the name of Taiyo Trading Co., Inc. The principal offices will be at 101 Fifth Ave., New York, and 325 Madison St., Chicago.

Mr. and Mrs. John Weston, 46 Gormley Ave., Toronto, celebrated their Golden Wedding on February 1. Mr. Weston came to Canada from England, in 1867, and settled in Toronto. He became associated with the Schomberg Furniture Company, and married Miss Eleanor Schomberg, in 1869.

E. C. Tufts, of Tufts & Thompson, furniture dealers and undertakers, Madoc, Ont., has purchased from the Dale Estate, the modern brick block in which the above firm have been carrying on their business for the past few years. This is the newest and most up-to-date block in the village, being centrally located on Durham Street.

FURNITURE MANUFACTURERS AFTER EXPORT TRADE

The Canadian Furniture Manufacturers Association have appointed a committee consisting of J. G. Hay, J. R. Shaw and H. B. Smith, to select a man to represent the Association in England and push the sale of Canadian furniture in Europe. It is the intention of the Association to keep in close touch with the Canadian Trade Commission in London and send their representative over at the opportune time.

SEVENTH ANNUAL BANQUET OF CANADIAN FEATHER AND MATTRESS CO.

The seventh annual banquet of the Canadian Feather and Mattress Co. Ltd., of Toronto, held in Foresters' Hall, 22 College St., Toronto, on January 14, was the usual big success. Furniture dealers and salesmen to the number of about 125 enjoyed the excellent repast provided by the company as well as the musical features and orations by prominent men in the furniture trade which followed.

When the inner man had been fully satisfied and those present had "posed" for a flashlight, W. H. Smith, manager of the company, who acted as master of ceremonies, extended a welcome, followed by C. W. Stephens, secretary-treasurer of the company. Among those who delivered short addresses were: O. P. Johnston, of Washington and Johnston; Albert Welch, of A. Welch & Son; Robert Lowry, of the Robt. Simpson Co.; Chas. Montgomery, of the Adams Furniture Co.; W. W. Cumming, of the National Mattress, Felt and Batting Co.; Robt. Burroughes, of the F. C. Burroughes Company; Fred. Armstrong, of the T. Eaton Co. Ltd.; Jas. Acton, of the Furniture Journal; and Wm. J. Bryans, of The Canadian Furniture World.

The chief speaker of the evening was S. Roy Weaver, of the Investigation Department of the Reconstruction Association, who pointed out the many reasons why Canadian business men, especially those engaged in the furniture industry, should be looking forward to great trade prosperity for the future. A fuller report of his remarks will be found elsewhere in this issue.

Those who provided the entertainment features were Mr. and Mrs. Sweet, Mrs. Stone, Richard Foster, of the T. Eaton Co., Master Laurence Muir, and Mrs. Robt. Muir who presided at the piano.

SCHREITER'S LIMITED PURCHASE PRESTON BUSINESS

Schreiter's Limited, of Kitchener, Ont., have purchased the furniture and undertaking business of the late J. Werlich, of Preston, Ont., and will conduct it as a branch under the management of T. H. Speers, who was formerly with the R. U. Stone Company Ltd., of Toronto.

This store has been in operation for 27 years. It was established by the late Jacob Werlich who conducted it for nine years and sold to Hall and Belt. After the death of Mr. Belt, the business was repurchased by Mr. Werlich, who later removed it to larger quarters.

C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.

"RAH! RAH!" HE MEANT

Eddie Bagshaw was put to such a strain in looking after the business that came his way at Stratford during the January Exhibition that he was forced to vary his diet considerably in order to secure the necessary vim to pursue business vigorously.

Most any morning Eddie could be heard whispering to the waiter at the local food emporium that he would take his eggs "College style." Only those who watched closely found out what this addition to the hash-house vocabulary meant.

HE WASN'T IT

W. H. Smith, of the Canadian Feather & Mattress Company, Toronto, tells the story of a foreigner who asked a friend what a polar bear was. When this was explained to him, he protested that it couldn't be right.

"And why not?" asked the friend.

"Because I'm not that," he said.

"Who said you was?"

"Well, Ike died to-day and Mrs. Goldstein asked me if I would be polar bear at the funeral."

BIG BASEBALL MATCH SCHEDULED FOR JULY

There has always been a good deal of competition between Montreal and Toronto in the matter of sports and it is natural that when the furniture men from these two districts meet, as they did at the January Exhibitions, that there should be some difference of opinion expressed as to the superiority of the respective cities in the matter of sport. The whole question is to be definitely settled by a sudden death baseball game to be staged in Toronto during the July Exhibition between furniture men from the Toronto and Montreal districts. "Bill" Pearson is the promoter of the event.

TORONTO EXHIBITION

(Continued from page 22)

Christmas season if they had had more stock ready. The upholstered chesterfields and easy chairs were shown in a very fine range of tapestries, and one particularly attractive design was fashioned with mahogany base in Queen Anne period, upholstered in a rich blue electra velour.

Business during the month has been brisk and the demand for heavy upholstered pieces remains firm.

PRODUCTION OF ONTARIO SPRING BED AND MATTRESS CO. NOT INTERFERED WITH

The building of the Ontario Spring Bed and Mattress Co. Ltd., of London, Ont., is being offered for sale by the assignee, but A. E. Miller, the manager of the company, states that any change that may be made in regard to the building will not interfere at all with production, and that they will at all times be able to satisfy customers with anything they may require in the way of iron or brass beds, springs and mattresses.

Many dealers know not the preciousness of silence Anger frequently runs away with their judgment and they fail to keep the proper brakes on their tongue. Too many people think aloud and then offer the excuse that they always "say what they think." It is frequently a good thing for the man in business not to say what he thinks. What may be right enough to think or what one cannot help coming to his mind, may not be quite the thing to put into words. Think before you speak.

When you fail to make a sale, ask yourself why. You can't hope to sell every time, but often there is a reason why. You should be able to sell a little more each month.



A model diningroom that will help the sale of furniture and household appliances.

THE VALUE OF TRUTH IN ADVERTISING

A woman was heard, not long ago, to read an advertisement of $5 hats for $2.98, and to express a wonder that a store could sell them at such a low figure and still make a profit, for she did not believe the store proposed to lose money.

"Think what a profit I would have paid them at $5," she said.

That isone side of the story, says a bulletin from the National Vigilance Committee of the Associated Advertising Clubs of the World.

The other side is that a great many other women refuse to believe that the article advertised was ever worth the higher figure named—or $5, as in this case.

"Usual value," or "value" or "worth" are destructive advertising expressions, the bulletin from the committee declares. They dull the appeal of advertising. When a store does have a real sale to move off odds and ends, a great many readers of its advertisement are in the same attitude as the men who declined to come when the little boy in the old story called, "Wolf, wolf!"

It is being proved, the committee says, that business of a more permanent character can be built without such statements.

EFFICIENCY is the doorway to net profits. The Robertson Socket Head Wood Screw assures efficiency. Used by nearly all leading furniture manufacturers, etc.

Write us for free demonstration

P. L. Robertson Manufacturing Co., Limited
MILTON - ONTARIO

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade
SPECIAL ORDER WORK

Life Long Furniture Co., Ingersoll, Ont.

DU PONT CANADIAN INDUSTRIES LIMITED

—1919—

More Publicity for

Craftsman Quality

DU PONT FABRIKOID
REG U S. PAT OFF

During 1919 we are going to carry on an advertising campaign for Craftsman Quality Fabrikoid that will bring an increased volume of business to your store.

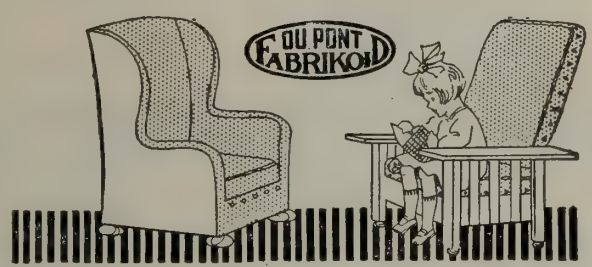
It is frankly admitted that Fabrikoid is infinitely better than "leather splits" for any upholstery work—and our advertising will drive this point home this year as never before.

Get behind this big movement. See that your stock of Fabrikoid-covered furniture is complete, in order that you may realize on the demand that this publicity is bound to bring you.

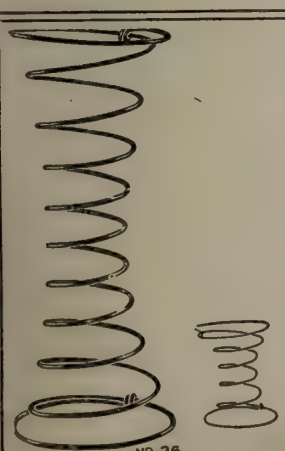
LET US HEAR FROM YOU

We have plate glass signs, and various booklets, that are yours for the asking.

DU PONT FABRIKOID CO.
Sales Office - 63 Bay St., Toronto



DU PONT



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.
Get the habit ; buy Canadian springs.

James Steele, Limited
Guelph, Canada

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited
Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application

Talking Machines in the Furniture Store

Satisfaction Helps Build Business

From Thomas Phonoparts

NO measure of worthy service can be taken out of any machine that does not have that full measure of worth built into it by the manufacturer. With inferior parts it is impossible to make a superior product. No matter what argument may be advanced, the man who intends to succeed must select those units that are the most efficient and reliable, or he will face dissatisfaction with his product, the loss of business. and finally—ruin.

Quality Essential

This is true not only of this industry, but also in any other manufacturing enterprise; every year hundreds commence the manufacture of some article of convenience or necessity and the process of elimination begins at once. Thousands have started to make automobiles in this country, and yet the total number has been steadily cut down until the business is now in the hands of a comparative few. The same is true of sewing machines, and almost any other article in common use that you may name.

Many of the failures have happened because the manufacturer first failed to recognize that the quality of the goods manufactured was not equal to the quality put into competing lines by other makers.

Nowhere will this process of elimination be more rapid than among phonograph builders. Hundreds of manufacturers have sprung up; some have already failed; others are struggling to keep on their feet; a few are going forward to success, and those who are succeeding are invariably those who are giving the customer the best that can be obtained.

You cannot afford to use inferior goods; you must put into your machines motors, tone arms, and reproducers about which there can be no question.

The cost of repairing—or recalling and replacing one defective or unsatisfactory machine that will not "stay sold," will eat up all your margin of profit on the sale of a dozen others—and this loss may be small compared to the sum you will lose through some one of your large buyers becoming irritated and suspicious because of continued complaints from his customers. It is well worth your while to investigate by a personal visit to the factories making the equipment offered to you, and it is likely to prove of more value than any other equal investment of your time and money.



Soundproof demonstration booths are found valuable aids to sales by many dealers in phonographs. Here is a well-arranged booth.

SPIRIT OF CO-OPERATION IS NEEDED

Dealers should adopt every new idea that will enable them to meet competition—Service is the foundation stone

THE spirit of service, or co-operation, has been developing steadily in all branches of industry. In fact, every day we are realizing how much one leans upon the other. The war in Europe has demonstrated most vividly how Government and business must work hand in hand, each aiding the other, in order to secure the colossal results aimed at in winning the war.

Fighting methods in business will always exist, but they will be along fairer lines, for a reformation is well under way, and the spirit underlying this move-



M39—Another attractive McLagan pronograph made in mahogany and American black walnut.

ment is far stronger than many people imagine. In every-day business we find that the merchant and the manufacturer are working hand in hand to achieve the desired results.

Service is Foundation Stone

"Service" is the foundation on which a greater and more successful business structure is being built. The manufacturer to-day is spending thousands of dollars preparing suitable advertising matter in the form of catalogues, window display cards, circulars, in fact, all kinds of printed matter most attractively arranged, whereby the talking machine dealer's business is helped, and his path toward success made more easy.

It would seem that this generous offer of co-operation on the part of the manufacturer would be seized upon with avidity by talking machine dealers, and eagerly utilized. Yet we hear of complaints from manufacturers of talking machines who are sending out suitable literary matter in the way of helps and hints to the trade, that their suggestions are not accepted or utilized as they should be. In other words, there is a lack of that co-operation which is essential to the success of this service plan.

This attitude is somewhat surprising, for the closer the intercourse between the manufacturer and the dealer the better for all concerned. When suggestions are sent out by manufacturers which do not appeal to the dealer he ought to make it a point to write and tell why, and if he can see a better way of handling the subject his suggestions will certainly be received by the manufacturer in the proper spirit. For it takes real co-operation on the part of both manufacturer and dealer to put any suggestion into practice.

It takes time and money on the part of the manufacturer to produce ideas which are distinctly aimed to aid the dealer and to help him to sell his goods. It should be the duty of the dealer handling the goods of the manufacturer to co-operate enthusiastically so as to put these ideas into use unless they are faulty or can be improved upon.

Make Use of Manufacturers' Helps

Manufacturers to-day are giving serious consideration to any and every plan that will tend to help their own and their dealers' business. Many of them have opened bureaus for this purpose under the management of capable men, where special literature is prepared and plans outlined to help dealers promote business in their locality. This is a most commendable plan; it is along those progressive lines that help to build up great enterprises.

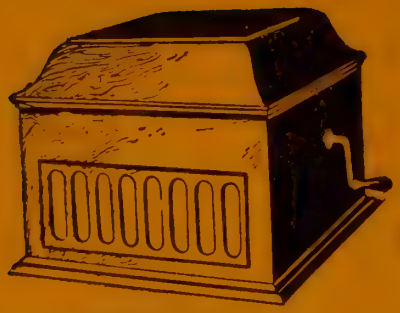
But all these efforts are a waste of time unless dealers are alive to the necessity for action. It is certainly disheartening to spend time and money in setting forth ways and means of helping the business of a dealer when he treats with apparent indifference the various sales helps sent out by manufacturers.

Conditions at present render it imperative for the dealer to discard all old-fashioned, antiquated methods



M27—Phonograph manufactured by the Geo. McLagan Furniture Co. Ltd.

of doing business, and to adopt every new idea and method which will help him to meet successfully the keener competition which has developed since the beginning of the war, and the dealer who deliberately disregards and neglects to use those aids which the manufacturers offer him is certainly not conducting his business efficiently, or with a view to securing maximum results in his sales and profits columns.—Talking Machine World.



Pathephone No. 45

Price $58

In Mahogany and Oak

EVERY PATHÉ MODEL

is another reason why you should be the Pathe Agent in your locality

NOTE—the superior artistic appearance of the Pathe designs—

—the marked price advantage—

—the many exclusive Pathe features, including the Sapphire Reproducing Ball instead of steel needles—

—the Pathe advantage of playing ALL records—

—the striking, comprehensive, nation-wide advertising campaign, aimed at sending purchasers into the dealers' store.



Period Design Pathephone
"Georgian"

Price $185

In Mahogany, Walnut and Fumed Oak

PATHÉ FRÈRES Phonograph Sales Co.

4-6-8 Clifford Street
TORONTO



Modern Style Pathephone
No. 100

Price $115

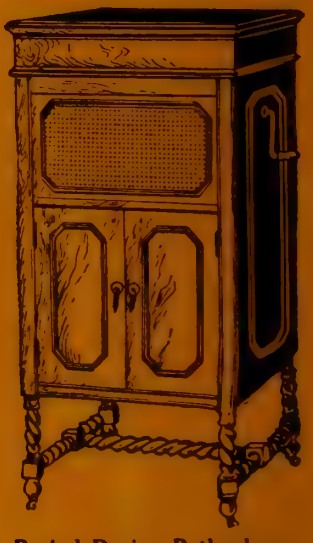
In Mahogany, Walnut and Fumed Oak



Period Design Pathephone
"William and Mary"

Price $235

In Mahogany, Fumed Oak and Walnut



Period Design Pathephone
"Jacobean"

Price $215

In Jacobean Oak, Mahogany and Walnut

The BIG Advantage of PATHÉ RECORDS

—Better tone, better quality and everlasting wear—

—the latest popular hits, first out on Pathe—

—operatic selections by the world's greatest opera stars—

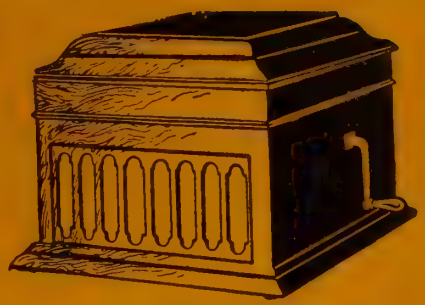
—famous bands and instrumental selections—

—a complete selection of "old world music" NEVER out on other records—

—ALL recorded by the new, superior and EXCLUSIVE Pathe method.

Such Records will make your store the Phonograph Music centre of your city and guarantee you the profit and prestige that such a reputation positively brings.

There may be an opening for a live Pathe agent in YOUR city. Write us for our confidential booklet, "A Word With You"—it tells the tale.



Pathephone No. 72
Price $85
In Mahogany and Fumed Oak



Period Design Pathephone
"Sheraton"
Price $302.50
Inlaid Dull Antique Mahogany

PATHÉ FRÈRES Phonograph Sales Co.

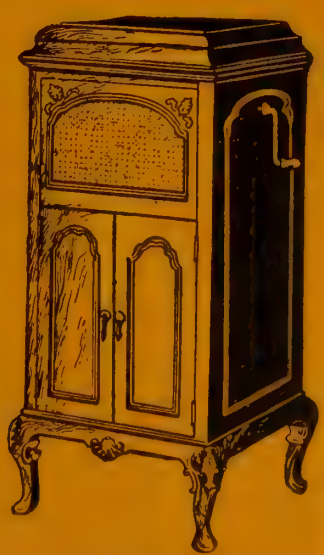
4-6-8 Clifford Street
TORONTO



Period Design Pathephone
"Adam Bros."
Price $145
In Mahogany, Walnut and Fumed Oak



Period Design Pathephone
"Louis XVI"
Price $385.00
In Mahogany



Period Design Pathephone
"Queen Anne"
Price $260
In Mahogany and Walnut

PREDICTS PROSPEROUS PERIOD FOR THE PHONOGRAPH TRADE

"The phonograph is about to enter on a period of unparalleled popularity as a national household article, and the phonograph industry is about to enter upon a period of unparalleled volume of sales," said John Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., Inc., in a talk recently.

"During the period of the war the demand for phonographs and records was enormously in excess of the ability of the entire industry to supply. The war brought home to the entire world the importance that wholesome and inspiring songs and music have in maintaining the best efficiency of civilian and soldier alike, and it brought home, further, the fact that the incomparable vehicle for these songs and music is the phonograph. Every manufacturer was oversold far in excess of his capacity. The recognition of the importance of the phonograph as the universal entertainer and morale and efficiency-builder is shown not only in the tremendous and insatiable demands that come from the public, but also in the treatment of this industry by the Government. The restrictions which were imposed upon the phonograph industry were reluctantly and tardily imposed and they were nothing like so severe as restrictions on many other industries.

"Why was this? Because the Government recognized the great value of the phonograph in keeping the men in the camps and the men and the woman in the factories and in the homes content and efficient. Because of this the restrictions on the phonograph industry were moderate and were imposed at such a late period that they in themselves did little to interfere with the production of phonographs and records. There was very substantial interference with production, but this came from the shortage of material and labor, due to the enormous total production of all kinds of war and peace supplies.

"The laboring classes of the country during the war period made money at a rate that they never dreamed of, and the first thing that they turned to for the enjoyment of their new surplus was the phonograph.

"Now we are entering a situation where, owing to the enormous tasks to be performed by the world, the demand for labor will continue for an indefinite period to be nearly if not fully as great, as it has been; therefore the prosperity of the working classes will continue. This means that the purchasing power of the individual will remain high and the demand for phonographs and records will therefore keep up the way that it has done in 1917 and 1918—but with this big difference—that now peace industries have come to have their turn in getting supplies of material and labor, the phonograph industry will be able to make deliveries of the quantities of goods the public want. This, taking into consideration the great increase in demand, will mean an enormous volume of phonograph and record business as compared with any figures that the industry has ever experienced."

FEATURES OF GOOD SHOW CARDS

The average furniture store does not use sufficient show cards, which are acknowledge as valuable factors in the selling of goods. And it must be admitted, as pointed out by The Merchants Record, that the average show card is far from what it should be, both in wording and appearance. The commonest fault with show cards is that they are lettered in a style that makes them difficult to read. This fault arises from two causes—the arrangement of the wording and the style of lettering. It is an almost universal fault with the beginner at card writing, who has gained some degree of proficiency, to wish to show off his skill. As a consequence, he is not satisfied with plain lettering, but must introduce all of the curlycues he is capable of making. Instead of making cards to be read, he makes them to please the eye. Nearly every card writer has passed through this stage and most of those who have succeeded in this calling look back to their earlier work with a good deal of amusement. They can remember wonderful examples of fancy lettering, and how much pride they took in it years ago. But it is a significant fact that all of these old-timers have gotten away from the fanciful styles in favor of plain, straight letters that are easy to make and easy to read.

That is the first consideration in show card lettering —that it be easy to read. And the easier to read it is, the better from a practical point of view. It must be remembered that the show card is an advertisement. Its purpose is to sell goods. It must also be remembered that the average show card gets but a passing glance from the woman who is passing the window. If a phrase on the card catches her eye and interests her, she may stop to read the rest, but if it is merely an obscure blur of fancy lettering she will never give it a second thought.

The advertising man has at his disposal quite as many fancy alphabets as the card writer. Every printing office has styles of "freak" type that the adman could specify for his advertisements if he wanted to—but he doesn't. He sticks to the plainest type he can find, because plain type is the easiest to read. So it should be with the show card writer. Stick to the plain alphabets. Make your cards as easy to read as possible. The easier they are to read the more business they will bring to the store, and the more your services will be worth to the boss.

WHO SAID THIS?

Prof. Renouard, according to Tom Simpson, was giving his pupils a lesson regarding the circulation of the blood, during the recent school session, and among other things said: "If I stand on my head, by way of illustration, the blood rushes to my head, doesn't it?" Nobody contradicted him. "Now," he continued, "when I stand on my feet, why doesn't the blood rush to my feet?"

"Because," answered one daring youth, "your feet ain't empty."

FULFILLING OF PROMISES

THERE is a certain shop in the East which has won an enviable reputation because it uses the most simple statements when speaking of its wares. Its announcements are never far fetched. Its goods are never presented in bold-face type. And yet it does an excellent business. It has many friends who have traded at its counters for years, and who cannot be won away from it under any pretext whatever. Its merchandise is not of the most expensive character—on the contrary, it is moderate in style and in price—but it has obtained a unique position and does a much larger volume of business than do many more pretentious stores, just because of its "personality." It is simple, natural, frank, and not stilted. It never makes a promise that it cannot fulfill.—Decorative Furnisher.



THE Phonola is not "assembled." It is "built." Every detail in its construction is aimed at the one result —to make a strictly high-grade musical instrument. That is what gives the Phonola Line individuality.

The Phonola and Phonola Records

The Combination for 1919

Thinking dealers have good reason to part company with those who bewail looked-for depression. Canada's foundations—agriculturally, financially, and socially—were never so strong as they are now.

We've learned to finance our own undertakings. The nations of the world are our customers. There's room for millions more people in our land—and development work for them to do.

Musically, every home now is beginning to see the necessity of music. The returned soldiers, in settling down, will create thousands of new homes, and they all know that life without the phonograph is impossible.

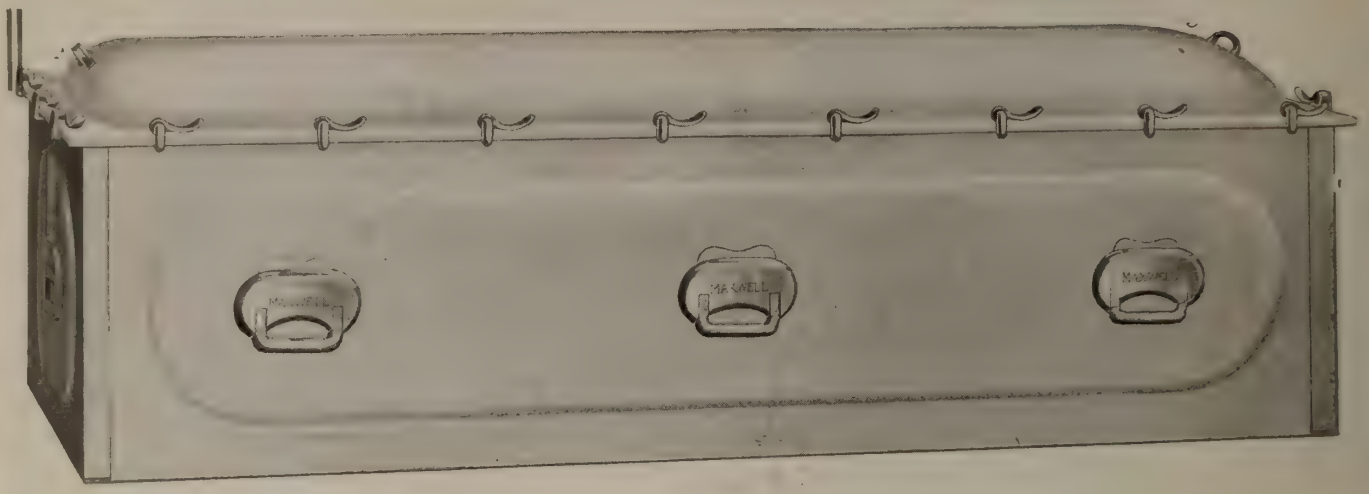
PHONOLAS and PHONOLA RECORDS will be sold on a bigger scale than ever. Are you a Phonola dealer? The line includes a design for every taste, and a price for every purse.

And remember PHONOLA RECORDS. Write for the monthly lists of new records.

The Phonola Co. of Canada, Limited

KITCHENER :: CANADA

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

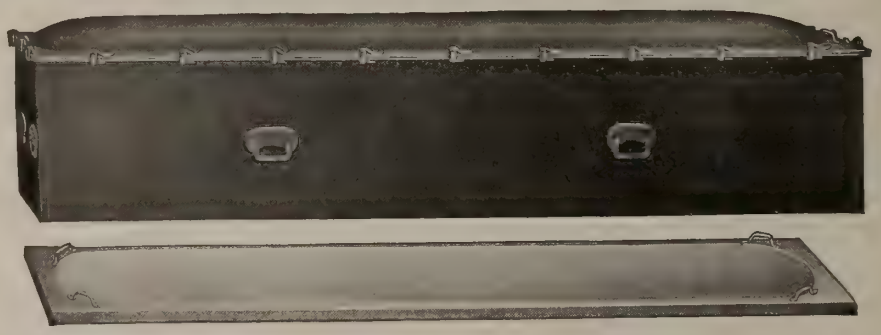
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $38.00; Without Tray $36.00; Tray Alone $8.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

FUNERAL RITES AND CEREMONIES

World-wide customs and services—Embalming practiced by Egyptians—Funeral rites from old times and old countries—Funeral sacrifices— Mohammedan burial— Jewish, Greek and Roman customs — By H. C. Wilmot

EVERY country has certain ideas as to how funeral rites should be carried out. Funeral rites in every country, no matter how civilized or uncivilized, have for their base—if you will go back far enough in history—religion. All funeral and burial ceremonies are based upon religious rites handed from generation to generation. We all know, or rather have read and heard, that the Egyptians embalmed their dead, and, having no record that any other set of people ever did the same thing, we are compelled to give the Egyptians credit for being the first race that practiced embalming. In many old religions—and the same is true with old countries—funeral rites are given at this day and age in their original form. It has been left to the English-speaking people to get away from old ideas and keep funeral ceremonies up with all other modern ideas. But in all countries and with all different religious ideas the funeral ceremony has but one meaning, and that is the final tribute we pay to our departed—the last true tribute of friendship and love paid to the remains of the dead. The earliest information we can obtain of funeral rites tells us that they also had funeral sacrifices, such as the slaying of men or animals to accompany the soul of the departed to the world of spirits. The slaying of men as a sacrifice was to give assistance to the departed, if he needed same; the slaying of animals was to furnish him with food. We smile at such a thing this day and age, but it is told that it was a very widespread custom in the early years of this world's history. As stated before, every country and every religion seemed to have its own funeral customs, but I believe that the Mohammedans came closer to our present idea than any other set. The Mohammedans believed in burying their dead, and as soon after death as was within reason, the prophet generally stating at what time the interment should take place. The Mohammedans did not believe in signs of excessive grief, and no tears nor lamentations were allowed. We learn that with the Jews the next of kin closed the eyes of the departed, and then the body was washed and laid for a time in spices or annointed with spices, swathed in linen bandages, and then deposited in a tomb. And then we read that in the religious creed of the Greeks and Romans, sepulture was as an act of piety to the departed; without it the spirit had to wander one hundred years on the banks of the gloomy Styx. The last breath was generally caught by a near relative, who opened his mouth to receive it. You have all heard of the "wake" or "watching," and it is still celebrated in some parts, although I believe the idea of making it one large drunken feast has passed. I well remember as a small boy in my home town of seeing a number of persons entering a home where I knew some one had died. I asked my mother what it all meant, and she told me that they were going to a "wake." My youthful curiosity and the youthful curiosity of several of my playmates led us to find a hiding place near the house and watch. Up to the time we were called home by our parents they had rolled two empty beer kegs out the back door, and as I recall the scene it was getting pretty boisterous. This is something I could never understand, because I suppose I was brought up different, and never did learn the full meaning of a "wake." I do know that it means the sitting up with the dead, and that there is generally a certain amount of festivity, but I have never been able to figure out just what meaning it had for the departed. As an undertaker working for the family I never question any sort of ceremony or service or any religious or community ideas they might have in mind. I am paid to fit in and give them the services they are paying for.

L. F. Hogan, Ltd., Cornwall, Ont., has been incorporated with a capital of $30,000 to carry on a furniture and undertaking business. Gordon J. Parisian will be in charge of the funeral directing.

The Toronto city relief office had a busy year in 1918, according to the annual report of City Relief Officer Coyell. During the year, 39 adults and 118 infants were buried at the expense of the city.

CANADIAN Furniture World and The Undertaker is the mouthpiece of all the funeral directing associations in Canada—Maritime Funeral Directors' Association; Canadian Embalmers' Association; Western Canada Funeral Directors' Association; Saskatchewan F. D. A.; Alberta F. D. A.; and British Columbia F. D. A.

If you are a member of any of these associations you should get this paper. For one dollar a year it is yours. Sit down and send in your dollar now.

THE OPERATOR

Written for Canadian Furniture World and The Undertaker

By CHAS. O. DHONAU, Cincinnati

IF the human mind is the seat of intelligence and will, the mind of the embalmer can be made the subject of a searching inquiry to establish, if possible, a basis upon which intelligent operators may be selected. While the brain is the seat of the mind, the condition of every portion of the body has something to do with the production of a mind that will come up to all requirements. Sometimes the distinction between active minds and slow, dull minds, is due to the comparative health of all or parts of the bodies in which said minds are located. At other times a distinction is found between minds which have been properly developed and those which have been neglected by their owners.

The ideal embalmer should have a mind that is clear, broad and flexible and not clouded, narrow, set or inflexible. These characteristics enable one to separate the fully competent from those who cannot and do not demonstrate complete control over themselves and the bodies in their care. The extent to which mental development has been carried out determines the extent of the viewpoint from which the embalmer guides himself, his methods and his control over usual and unusual circumstances and conditions.

Only a person who develops a broad mind acquires a broad professional viewpoint. The ability of a person to cope with and overcome unusual conditions is in proportion to the breadth of his vision.

The three essentials necessary in the development of a breadth of vision consistent with our definition of a competent operator are as follows:—

1. A broad, general, theoretical and practical education.
2. A brilliant imagination.
3. The power of analysis.

1. With a broad education in the arts and sciences of anatomy, physiology, hygiene and sanitation, cadaver chemistry, chemistry of embalming, and embalming, founded on a preliminary education sufficient to allow one to understand the principles as they should be understood, a person gradually acquires a fund of information which he may further develop to his own benefit and use by:—

2. Developing an imagination. An imagination helps one to understand normal conditions as well as conditions which are not normal. When one understands the conditions existing in a case he is enabled to subject such conditions to a further analysis before prescribing a treatment. Therefore, in addition to having a broad education, which is made especially more effective by the development of a brilliant imagination in connection therewith, the last link in the chain of essentials—the power of analysis—must be present to complete the chain.

3. The power of analysis. With the development of the power of analysis, founded on a broad education and a brilliant imagination, comes the ability to determine the degrees of resistance of the body to the available treatments and to determine the kind and strength of treatments which will overcome the expected resistance.

Everyone should subject themselves to self-analysis on the basis of essentials 1, 2 and 3. Many would find, that while they are broad minded along business lines, they do not have a clear understanding of what they try to do as embalmers, and that while broad in one way, they are narrow and set in another. When an embalmer is set in his views, when his plans are molded in cast iron, when he cannot think straight about every phase of the work that has been accepted by all as the work of a profession, he is at the mercy of such conditions as are not within his comprehension, and, therefore, he should develop essentials 1, 2 and 3, if he is to be fully and truly competent.

FIVE AMBULANCES IN ONE

Buffalo has adopted one of the most unusually designed ambulances known, or perhaps it would be correct to say "some" instead of "one," inasmuch as this ambulance is really five in one. It consists of one well-made body and five separate steel linings.

The idea originated with the superintendent of one of the Buffalo hospitals, and the reason for separate linings is to prevent contagion, as naturally there is scarcely time for an emergency ambulance to be cleaned and fumigated after every trip, as it very frequently happens that calls come in so rapidly the ambulance after delivering one patient has to turn around and dash away for another.

Ambulances are also costly to maintain, with a driver for each and extra attendants. But this Buffalo hospital superintendent avoided all this extra cost by his simple plan of making one ambulance body to which steel linings can be fitted. Of course, any number of linings can be made for one ambulance body, but in this instance five were made.

One is for diphtheria, another for smallpox, a third for scarlet fever, the fourth for measles and the fifth for suspected cases and general emergency and injuries.

These steel linings are made with rounding corners and rounding angles, so they may be easily and quickly scrubbed out and fumigated. A sort of house is made for them, exactly back of where the ambulance stands. This has five compartments, each one labelled "Diphtheria," "Smallpox," "Measles," "General Cases." When the call comes "Smallpox case at No. 600 Blank Avenue," the attendants open the door to the compartment marked "smallpox" and pull out the lining; it runs on rollers and slides from its resting place into the body of the ambulance, a couple of clamps forward and back working by means of a lever, lock the lining in position, and this is done almost before the driver has had time to get into his seat.

After the ambulance returns and the patient has been taken to the isolation ward, this lining is thoroughly scrubbed and fumigated. But while this is going on another call may come. There is not a moment's delay. The ambulance takes another lining, according to what the disease is, and dashes away, while the cleaning of the first lining goes on. Even if it is another case of smallpox and they are cleaning the smallpox lining, any of the others may be taken in such an emergency, as they have been thoroughly cleansed and sterilized.

Sulphur fumigates; it is not a disinfectant. Its power to kill bacteria depends upon the liberation of sulphuric acid, which must come in direct contact with unprotected surfaces, to be effective.

ONCE USED

DOMINION SERVICE

ALWAYS USED

Your Business Demands Attractive Hardware

A line for every design



Let us "handle" your trade

No. 573—Plate, Size 9¼" x 5".

Size 15⅛" x 6¼



Order to-day

No. 1206—Silver Bar No. 1207—Oak Bar No. 1208—Textile Bar

THE ABOVE DESIGN MAKES UP INTO A SPLENDID EXTENSION HANDLE

"We make the best at reasonable prices."

Dominion Manufacturers, Limited

Head Office: 109 Niagara St., Toronto, Canada.

ALWAYS ON THE JOB



NEVER MISS A TRAIN

BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited
London, Ont.
Girard & Godin, Limited
Three Rivers, Que.

The Semmens & Evel Casket Co.,
Hamilton, Ont. Limited
Christie Bros. & Co., Limited
Amherst, N.S.
The Semmens & Evel Casket Co.,
Winnipeg, Man. Limited

The D. W. Thompson Co., Limited
Toronto, Ont.
Girard & Godin, Limited
Montreal, Que.
Vancouver Casket Co.
Vancouver, B.C.

Highest Grade Funeral Directors' Supplies



NUMBER 519 COUCH

An attractive couch casket, covered with Embossed Plush. On display at our showrooms. Your inspection is invited.

INVESTIGATE and BENEFIT by RESULTS.

Perhaps you have never realized what an important factor the selection of HIGH-GRADE FUNERAL SUPPLIES are. Maybe you are too much absorbed in other affairs to give much time and thought to the matter, and the result is often unpleasant. Adopt *"Dominion Service Products"* for your business and see if you don't find an improvement. What we have done in the past we hope to do in greater measure in the future.

"We are the largest manufacturers of High-Grade Caskets and Funeral Accessories in Canada."

Dominion Manufacturers, Limited

Head Office: 109 Niagara St., Toronto, Canada

MORE *about* PROFITS *in* FUNERAL DIRECTING

How some firms figure their costs—Casket should not bear all costs—Overhead increasing year to year—Some investments too large—Meet your business face to face—Use of comparative figures—Digging into one's business

The most progressive firms have a system of marking, whereby each casket is given its just load. They have figured it out just as near as it is possible to figure it out—how much it cost them to do business. To this cost is added the profit they feel they are entitled to. The style of the casket is then considered and comparison is made with other styles. A price is arrived at and this price is marked in open figures or trade figures on the casket. In this way there is no hit or miss, and the price of the casket is maintained and priced to all alike.

To make the casket bear the entire load of profit is wrong. Your personal services should be charged for. Each thing furnished should also be charged for, and charged separately so that when a statement is rendered it is easily understood. Embalming, hearse, etc., all in the price of the casket is an obsolete idea and not used by real progressive firms. It is unfair to the patron, as well as the undertaker himself.

Some firms will use the system of entering on their day-book, at the time the charge is made, the wholesale cost of each article furnished and at a glance they can tell the profit they have made on any certain case. This is a haphazard way of arriving at the profit, and of course does not show the true profit. The overhead is all forgotten and just the gross profit is shown.

As each year passes, it is costing us all more to do business. We must necessarily add a greater profit. The per cent. added to take care of "overhead" must be increased. What was proper two years ago, can not be right and just to-day. Everything has increased. Larger salaries are paid. Goods are costing more. Barn and garage expenses are higher. Nearly everything necessary and needed about an undertaking establishment has increased in cost and the end of this continued increase, at this writing, is not in sight. If you are not careful your net profit will fall short at the end of the year. For your own protection you must adopt a definite plan in adding profit to the goods you sell, and give up guess work. Know what you are doing.

To get at the matter in a business way figure out your total amount of business done during the past twelve months. Add up the expense and be sure to get all your expenses. When you have the footing of these columns it will not be a hard task to find out just where you stand. Don't overlook the overhead item, and be sure to add a percentage that will cover everything. With the total showing the amount of business done and the total showing the amount of expenses, you should be able to figure out just about what your overhead expenses has been. After obtaining the amount you feel will take care of the overhead, you are now ready to figure and add your profit. Now, what should this profit be? Take the total gross business done during the twelve months' period and deduct the total amount of your expenses, multiply the balance you have left with the overhead per cent., then subtract the total of your expense and overhead from the gross amount of business done and you will see what your profit has been. The overhead item must take care of the wear and tear and depreciation and all other items not taken care of in the general expense account. You have now found the amount known as net profit. Does this amount give you enough profit for the investment and the amount of gross business you have done.

Many men engaged in this profession have an investment too large for the business they do, and if they would figure the entire proposition as it should be figured they would be losing money. We also have many engaged in the business that could afford to spend much in the improvement of their place and service, and still make a greater profit on the business they do. After you have found the net profit, make a careful comparison of all figures and you will see what end of the horn you are coming out of. If the figures do not show up favorably then some end of the business needs doctoring. Add more overhead, for it is ten chances to one that you have this item too low. There is no need being in business unless you can make a fair and just profit, and when you are unable to do that it is better to close the doors and call in the sheriff.

To attain financial success in the undertaking business you must know what you are doing and not guess. This is the big secret of all successful businesses. Substitute the certainty of facts for the uncertainty of guesswork in your business and success will meet you "face to face." You should know, and not guess, what it cost to do business. You can figure this out for yourself if you will only take the time to do so.

Each locality, as has been stated before, has its own peculiarities and it is hard for anyone to tell exactly what per cent. should be added as overhead. You should know the expense and profit each casket, etc., should bear.

You should receive a just compensation for every service and article you furnish. If you adopt such a plan, it will mean added profits for you at the end of the year. Know what each article costs. Know the per cent. that must be added if you want the article to show you a desired profit. This all can be done and if you are unable to do this figuring, it will pay you to hire someone that does know. Most all undertaking firms that do not employ a bookkeeper would make money if they did. The only hope anyone can have that is engaged in the undertaking business is to have a plan for figuring profits as one goes along and the making of those profits just what they ought to be. All very successful men make as their guide to their growing business (and all businesses should be growing, and not standing still) charts of their experience, boiled down to comparative figures of cost, selling prices, expenses and profits. To find out these very essential facts is the best investment any undertaker can make.

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels, Ph. G.

ARTICLE V

The axillary method, however, possesses a very distinct advantage. By it, in the first place, the fluid reaches not the arm, as might be supposed, but is injected through a flexible tube directly into the arch of the aorta, taking the course thereafter that the blood would take in life, and with the same relative pressure. Indeed, if the selection of the arterial tube is properly made and a large enough one is used, less fluid is apt to reach the side in which it is injected than other parts of the body, particularly so unless just before the operation is completed and while the fluid is still flowing, the tube is slowly withdrawn so that the fluid may reach the smaller branches and sub-branches which have been closed by the body of the tube during the earlier stages of the operation.

Even when a rather small tube is used, however, and there is a regurgitation of the fluid back towards the incision and a consequent hardening of the neighboring tissues, when the axillary method is used it is possible to fold the arms exactly as they should be in the casket while the instruments are still in place and the fluid still is being injected. The shape of the instruments permits this. They may project either above or lie below the arm with equally good results.

The fact that only one incision is necessary and this incision in the most obscure part of the body, the armpit, is another strong point in favor of raising the axillary, rather than the brachial, carotid, iliac or femoral.

Still another particularly strong point in favor of the axillary method is the fact that through the instruments designed for its application the fluid may be made to flow into the body, without pumping, by the force of gravitation alone. This enables the operator to spend all of his time in gently massaging the face and hands to remove any discoloration and to secure the best cosmetic effect. Particularly if a bland, scientific fluid designed for use with the instruments be employed, a very fine cosmetic effect is practically assured for two reasons: First, that the embalmer is enabled to give his entire attention to massage; and, second, because the drainage is so thorough that either reflushing or a putty color is impossible.

To sum it all up in a paragraph, every advantage is on the side of the axillary method—cleanliness of operation, thoroughness of drainage, perfection in cosmetic effects and general efficiency. No other method yet devised presents half the advantages of the axillary in ninety-nine cases out of a hundred.

For the odd case in the hundred, be it a jaundice, where the carotids most effectively may be used, or a posted case, where other arteries in addition must be used, the embalmer would proceed according to established usage, but in all but extraordinary and extremely rare cases the average embalmer will find nothing else that will present so many or so manifest advantages.

To me and to thousands of others who have used the axillary artery for injection and the axillary vein for drainage, it would seem that this method had so many advantages that they would be apparent to every one.

More than three-fourths of all the scientific embalmers in the United States to-day rely almost exclusively on this system.

Naturally some of those who learned the art before the invention of the axillary tubes still cling to the old way of injecting fluid through the brachial artery and draining what blood they do drain through a trocar barbarously thrust into the heart—when they hit the heart, which I beg to assure you is very far from invariable.

I certainly have no fault to find with those who cling to the old customs. There is a saying as old as history that "You can't teach an old dog new tricks."

This really should read, "You can't teach some old dogs some new tricks," for in my experience I have found that the most apt pupils were some who, while old in years, were decidedly young and progressive in spirit. Age is no criterion. The progressive man is as progressive at ninety as he is at nineteen.

But I was talking about the axillary method. I am impelled to this because my attention has recently been called to addresses delivered before two State associations by two supposedly eminent lecturers, in which the axillary method was scoffed at to the limit of the ability of the speakers.

To say that I was surprised is putting it rather mildly.

It was rather to be expected, as I have said, that a few undertakers would still cling to the old methods, but that a lecturer and would-be teacher should try to tell an intelligent audience that the axillary tubes were of no utility and were exploited only because the inventor was the manufacturer of them would be laughable if it were not pathetic.

To insure preservation the embalmer must inject in normal cases about one quart of fluid to each fiifty pounds of body weight.

Personally I think that he would better inject a little more of a properly blended fluid, because I believe that better effects can be produced; but in general practice, the average embalmer uses about the quantity I have mentioned.

(To be continued.)

SURPRISING THE UNDERTAKER

Vernon Green, an undertaker at Hermon, N. Y., was called on the telephone and was told that a man was dead at a certain place, and was probably another "flu" victim. He said he was so busy with other calls he could not get there that night, but left instructions that the body be placed in a cold room with the head elevated, and he would be there to do the embalming the first thing in the morning.

When he reached the place the next morning he went into the cold room prepared to do his work. The supposed corpse raised his head and looked at Green with as much displeasure as a man in his condition could.

"It is about time some one came," he said. "You are the first person to come near me since last night."

The Anglican Bishop of Jerusalem is responsible for the following: "When a Canadian soldier was informed that the Australians had reached Bethlehem on last Christmas eve, he replied, like a flash, 'I'll bet the shepherds watched their flocks that night.'"



COUNT LA MARCH

DIED IN CHICAGO, JUNE 9TH, 1912. SHIPPED TO FRANCE JULY 31ST, 1913, WHEN THIS PHOTO WAS TAKEN.

EMBALMED BY W. A. DUFFEY, CHICAGO,
WITH CANICULA EMBALMING FLUID

CANICULA CHEMICAL COMPANY, 366 Bathurst St., Toronto

SOME EARLY HISTORY OF EMBALMING

Embalming was practised by the ancient Assyrians, Persians and Egyptians, which latter brought this art to high perfection, and embalmed not only human beings, but reptiles, birds, fishes, insects, and other sacred animals. They obtained a mummification of the body by removing the viscera and substituting spices, drugs (also asphalt); it was then steeped in neutral carbonate of sodium, after which it was bandaged with gummed linen cloth. It being considered a detestable thing to commit violence or inflict wounds on the human corpse, the surgeon appointed to this task was generally pursued with stones and curses.

The aborigines of the Canary Islands also employed a method similar to that of the Egyptians by removing the viscera and padding the skin, while the Peruvians and Ethiopians took advantage of the desiccating atmosphere using additionally salt or chalk to preserve their dead. In all cases the results obtained was a mummy permanently preserved, it is true, but which for modern uses is absolutely impractical, as an open exposition with life-like appearance is desired.

Modern embalming dates from the eighteenth century. Dr. Fred. Ruysch, of Amsterdam (1665-1717), utilized alcohol, while Wm. Hunter employed essential oils, camphor, saltpetre, etc., final desiccation being effected by means of placing roasted gypsum (chalk) in the coffin.

J. P. Boudet (1778-1849) embalmed with tan salt asphalt, Peruvian bark, and other aromatics, using also corrosive sublimates.

Girolamo Segato obtained splendid results by petrifaction, but died in 1836, taking his secret with him.

The Galvano plastic process of Vario necessitated incision and vasculary injection, while that of P. Gorini, although splendid in its results, was not practical.

Prof. Auguste Renouard, the Nestor of American embalming instructors, laid the way for the present methods of embalming through his earnest endeavors dating from his early experiments in 1867. He achieved greater results in the development of the work of the profession than did those who preceded him. His forty-five years of service devoted exclusively to the education of embalmers and undertakers contributed largely to the present higher standards of professionalism. As is well-known, his great work is being continued by his son, Dr. Charles A. Renouard, whose research work has resulted in the discovery and adoption of numerous practical ideas now used by almost every embalmer.

CARANAC
EMBALMING
FLUID

SERVING THE PUBLIC

There are many ways in which the undertaker can gain the esteem and confidence of the public, but whatever method he may apply, it must necessarily show in his services to the public, says The Sunnyside. An example of how a progressive firm in the West takes advantage of an opportunity to serve the public is shown in the following announcement recently sent out by a firm of funeral directors in Wyoming.

"It has been a custom of old for all persons who have dear ones interred in the cemetery to visit the quiet resort on Decoration Day in each year, and with tender hands and loving hearts to beautify their last resting place, by placing or planting flowers on their graves.

"Mount Hope Cemetery, being so far distant from the city and not easy of access, we hereby place our automobiles at the service of all those who have no conveyance of their own and who would like to visit the graves of their loved ones on this day.

"If you should desire to make use of the above offer, please phone us your address and time you would wish our auto to call—either in the morning or afternoon—and we will convey you both to and from the cemetery without any outlay on your part.

"Trusting that this offer will be received in the same spirit in which it is made and to receive many summons for this purpose, we remain."

GALT FURNITURE MAN PROMINENT IN CIVIC AFFAIRS

D. Y. Ray, of Allen & Ray, furniture dealers and undertakers of Galt, Ont., who was again elected to the Council of that municipality, was chairman of the committee appointed to select the standing committees of the year. He was himself elected chairman of the Fire and Light Committee and a member of the Cemetery Committee and the Industrial and Publicity Committee.

WANTED TO HELP

A little boy at school saw his teacher faint and fall. In the confusion it was impossible to keep so many heads cool, and the little ones flocked around the unconscious lady and her sympathetic colleagues. But this small boy kept both his color and his coolness.

Standing on a bench and raising his hand, he exclaimed: "Please, teacher, can I run and fetch father? He makes coffins."—Pittsburg Chronicle-Telegraph.

Quality the Dominant Feature



Your hearse or ambulance will be a credit to your profession if it is built by the Hards, Timpson Company. Our bodies give you the very latest in design, and the expert workmanship employed ensures long and satisfactory service.

We build hearse bodies to any style you may wish and guarantee you a satisfactory job.

We have been making a specialty of rebuilding horse-drawn hearses. Let us convert your hearse into a handsome motor turnout. Prices are extremely reasonable.

HARDS, TIMPSON & COMPANY

188 Strachan Ave., Toronto

WEIRD TURKISH FUNERAL

By "TORONTONIAN"

UNLIKE the Greeks, (who carefully exhume the bones of their dear departed after exactly three years, and place them in a carefully labelled sack in places for the purpose provided) the Turks believe in permanence in burial matters. It fell to my lot to witness a Turkish funeral on a certain occasion, and it turned out to be a unique proceeding.

In the first place, the grave is not overly deep to an occidental mind (they also reverse our customary idea of a headstone—using one so narrow at the base, compared with the top, that it is the rule rather than the exception for them to fall in a short time). Moreover, they use no coffin.

The corpse, bedecked in his finest array, is placed in the open grave, and then a plank (to keep his features from being crushed by the in-thrown earth) is placed on top of him, from head to heels. And now comes the amazing part of the ceremony.

The "hoadja" (priest) drops down on this plank, kneels, places his head (with an ear to the plank) above where the corpse's head lies, and then raps with one hand, beside his head, sharply on the board.

After allowing due time for the summons to penetrate, he calls out (of course, in Turkish) "Are you dead?" This is repeated three times, the last time with the addition of, "and will you stay dead?" If the corpse has a proper sense of dignity, and refuses to answer, the priest then rises, climbs out, and tells the mourners that all is well: the man is properly dead, and they need not be afraid of his ghost walking o' nights.

The grave is then filled in in the usual manner and the bulbous-shaped headstone erected. This method should be useful in preventing premature burial—though they deny that there has been any trace of that idea in the custom.

STAND BY YOUR TRADE JOURNALS

Stand by your trade journals at all times, and especially during the war crisis which affects them, in some respects, more seriously than any other line of business. They have been, and still are, the greatest benefit for the money you spend on them, that you receive in your profession. Nothing else costs you so little and helps you so greatly in a thousand ways.

It is a fact that you need your trade journal, and it needs you. Our interests are mutual, and at no time has this been so strongly emphasized as during the world war. Heavy burdens rest upon us all, and we are trying to meet them manfully, answering our country's call, in whatever form it comes to us. Has it a right to expect the loyal support of its readers and subscribers in return? Without that support it will be unable to exist and continue its services which are needed now as never before in the world's history. Therefore, we ask all our patrons and supporters to remit cheerfully, when they receive their bills. Remember that every subscription you send in now will come back to you many times in increased service and usefulness on our part and yours. Our interests are mutual.—The Casket.

IS IT WISE?

Texas funeral directors set the style in the matter of skipping a convention this year in the interest of economy, the executive committee recommending that each member pay $10 into the Red Cross fund. If that example is followed in other states, then certainly the least that can be done is to help boost the several patriotic organizations in a financial way. But is it wise to pass up a convention in any state? There are few state associations so strong that they can afford to lose the helpful influence each annual convention brings.—American Funeral Director.

A NEW CAVITY FLUID

The Champion Chemical Company's latest Canadian product is a cavity fluid to be used only to treat the cavities when it is necessary to do so. The solution is of a special strength, composed of the most powerful chemicals procurable for such purposes. Champion cavity fluid cannot be used for arterial embalming, but is made to eliminate and to prevent gases in different cavities.

PROFESSIONAL NOTES

The London Mausoleum Co., Ltd., has received an Ontario charter to erect, equip and maintain a mausoleum at London, Ont. The capital is set at $15,000.

L. Weatherbie, of Winnipeg, has gone to Regina to take over the management of the Regina Burial Company, Victoria Avenue. Mr. Weatherbie is an experienced embalmer, and for a number of years has been working with undertakers in Winnipeg.

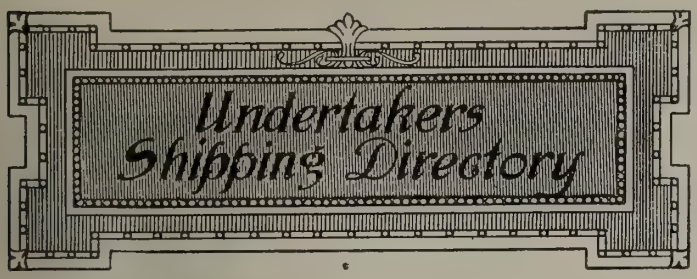
Frank Reisinger, a funeral director, of Dayton, Ohio, gave a Christmas tree and played Santa Claus to a thousand children in the garage of his establishment at the recent festive season. Mr. Reisinger has been giving this function annually for the past eight years.

Schreiter's Ltd., Kitchener, Ont., have purchased the late Mr. Werlich's business at Preston and will conduct it on the same lines as their own big business at Kitchener. T. H. Speers, formerly with the R. U. Stone Co., Toronto, will be in charge of the Preston branch. He is a qualified embalmer.

The casket manufacturers of the United States were praised by the War Industries Board for refraining from profiteering during the war and for the way they did their duty, the casket men's war service committee being said to be the best prepared, equipped and handled committee that co-operated with the Board.

The Moncton Undertaking Co., have opened business in the Samuel Watters building, corner of St. George and Lewis Sts., Moncton, N.B., under the management of Wm. J. LeBlanc. An up-to-date stock of caskets, coffins and funeral supplies will be kept constantly on hand, and up-to-date service day and night is the motto of the new company.

Canadian Furniture World and The Undertaker is the organ of all the Canadian Funeral Directors Associations—Canadian Embalmers' Association; Nova Scotia Funeral Directors' Association; Western Canada Funeral Directors' Association; Saskatchewan Funeral Directors' Association; Alberta Funeral Directors' Association; B. C. Funeral Directors' Association. "All the official news all the time," is our motto.



ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
H. S. Peirce & Co.,
Funeral Directors and Embalmer.
Both phones 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
Blachford & Sons,
57 King Street West.
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Geo. J. Chapman
742 Broadview Ave
Phone G. 3885
Ambulance service.
Cobbledick, N. B.
1508 Danforth Ave., and 2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
J. A. Humphrey & Son,
463 Church St.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
Patterson & Dart
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Index to Advertisers

A
Alaska Bedding of Montreal, Ltd. o.b.c.

C
Canada Furniture Mfrs. 9
Canadian Feather and Mattress Co. 8
Canicula Company, Limited 47
Caranac Laboratory 48
Champion Chemical Co. .....i.b.c.
Chatfield, C. B. 31

D
Dominion Manufacturers 43-44
Dupont Fabrikoid Co. 33

E
Eckels, H. S. & Co. 51
Egyptian Chemical Co. 52

G
Gendron Mfg. Co. ....i.f.c.

H
Hards Timpson Co. 49
Hourd & Co. 8

I
Imperial Rattan Co. 6

K
Kindel Bed Co. 6
Knetchel Furniture Co. 11

L
Life Long Furniture Co. 33

M
Matthews Bros. Ltd. 10
Maxwell Mfg. Co. 40
McLagan Furniture Co., Geo. 4-5
Meaford Mfg. Co. 7

N
N. A. Furniture Co. 33
National Table Co. Ltd. 33
National War Savings Committee .. 12
North American Bent Chair Co. .. 10

O
Owen Sound Chair Co. 33
Ontario Spring Bed Co. .....i.f.c.

P
Pathe Freres Co. of Canada 36-37
Phillips Mfg. Co. Ltd. 14
Pollock Mfg. Co. 39

R
Robertson & Co., P. L. 33

S
Shafer & Co., D. L. 10
Steele & Co., Jas. 33
Stratford Chair Co. 3

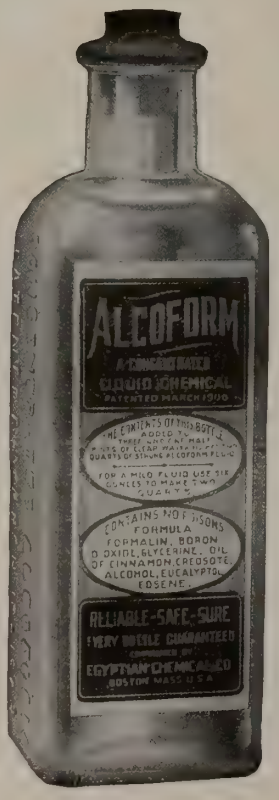
W
Walter & Co., B. 8

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Larger Bottles filled up with water

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Egyptian Chemical Co. Boston, U.S.A

For Sale / Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

WANTED—On a commission basis—a general line of furniture for Toronto and Eastern Ontario—by reliable travelling salesman. Apply Box 68 Canadian Furniture World, 32 Colborne St., Toronto.

Send your WANT ADS to the Canadian Furniture World

CHAMPION Embalming Fluid



"The Leader for Generations"

Made of purest chemicals, **Champion** can be depended upon for economy, and to give the most satisfactory results at all times.

Champion has great preservative power, and is unequalled for producing life-like cosmetic effect.

CHAMPION Massage Cream

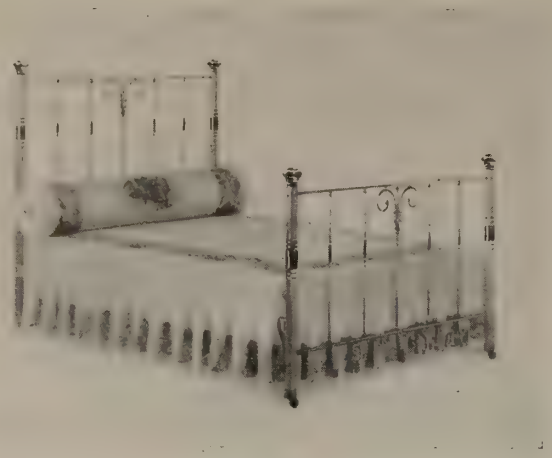
A preparation that is unsurpassed as a **massage.** Constant rubbing of the face, hands and ears will greatly facilitate the arterial injection.

In order to secure the beautiful cosmetic effects, so much coveted by embalmers, use from two to four ozs. of **Champion** Massage to each one-half gallon of Fluid—the results will surprise you.



The Champion Chemical Co., Springfield, Ohio U.S.A.

DR. G. W. FERGUSON, Canadian Manager
74 Leuty Ave., Kew Beach, TORONTO
Canadian Manufacturing Plant - WINDSOR



No. 2051 Brass Bed—$31.00 List Price
(F.O.B. Montreal)

These *New Design* ALASKA Brass Beds are Sales Stimulators

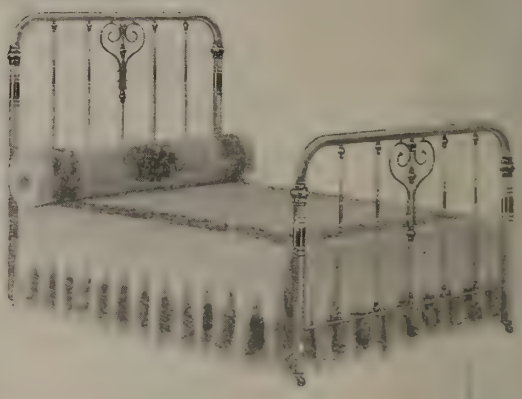
The well-made and designed brass bed will always retain its popularity. Nothing can take its place in popular favor.

These ALASKA Brass Beds, illustrated, combine simple dignity of design, beauty of finish, attractiveness in appearance, and permanent sturdiness and rigidity of construction with reasonableness in price.

You can afford to sell them at a figure that will give you a net profit on each sale. The beds themselves are so prepossessing that increased turnover is assured with a minimum of sales effort.

These are only two beds from the comprehensive 1919 ALASKA Brass Bed line. There are many other beds in the line of equal value. Every taste and purse can be suited.

Ask our representative to show you the complete new line of ALASKA Brass Bedsteads. Some of them should be on your floor.



No. 2153 Brass Bed—$52.00 List Price
(F.O.B. Montreal)

ALASKA BEDDING OF MONTREAL LIMITED

400 St. Ambroise Street, MONTREAL

GUARANTEED ALASKA BEDDING
TRADE MARK REGISTERED

Canada Has No Pure Bedding Laws—WE HAVE!

CANADIAN
FURNITURE WORLD
and The UNDERTAKER

MARCH, 1919



Published by THE COMMERCIAL PRESS, LIMITED, 32 COLBORNE STREET, TORONTO

THE GENDRON MFG. COMPANY, LIMITED



Baby Carriages and Go-Carts

are being called for much earlier than in previous years. The demand for Children's Vehicles is very great, and we would advise placing of orders as early as possible.

Travellers now on the road

NEW CALALOGUE ready for mailing

THE GENDRON MFG. CO., LIMITED, TORONTO, CAN.

New Attractive CHESTERFIELD



No. 542

When you sell **MORLOCK Upholstered Furniture** you have done more than merely make a sale. Admiring friends and visitors will be told it was bought at your store. The purchaser unconsciously recommends YOUR store many times.

Write us for prices of Chesterfield illustrated. It will ***increase*** *your Spring trade.*

MORLOCK BROS., Limited - Hanover, Ont.

Makers of Livingroom Furniture, Chesterfields, Parlor Suites, and Steel-Constructed Couches

STRATFORD FURNITURE

"NUFOLD" DIVANETTE



No. 235½; Tapestry No. K-1392

The Most Perfect Folding Bed Manufactured

Considering the exceptional qualities embodied in its construction the price is decidedly moderate.

Make the "NUFOLD" your leader this Spring. Write for prices now.

The Farquharson-Gifford Co., Limited *Specialists in Davenport Beds and Living Room Furniture* Stratford

STRATFORD FURNITURE



5001 Buffet

Reminiscent of Chippendale, is this elegant suite made only in selected quarter-cut oak.

Particularly pleasing and extremely effective in Old English finish.

Order without delay for Spring selling.



5007 China Cabinet



5008 S. Table

The George McLagan Furniture Co., Limited, Stratford, Ont.

STRATFORD FURNITURE

The splendid proportions and quiet dignity so characteristic of all McLagan productions, insure for them always, a ready sale with good profits.

Are you prepared for the rush of Spring business that is bound to come?



5000 Buffet



5009 Diner



5004 Extension Table



5009A Diner

The George McLagan Furniture Co., Limited, Stratford, Ont.

STRATFORD FURNITURE

DININGROOM

This line will catch the eye of your customer. Its beautiful lines and staunch build will commend it to those who want style as well as quality; and it is Stratford-made, a guarantee in itself.



662B.—Buffet
Height 56", Top 21" x 52" B.B. Mirror 12" x 41"
Silver Drawer Lined



35 A—Extension Table
44" Quartered Oak Top Plain Oak Base
Extends to 6 and 8 feet



1675—1 Diner
Leather Slip Seat

The Stratford Chair Company, Limited - Stratford, Ontario

STRATFORD FURNITURE

FURNITURE

The bulk of your trade want tasteful Diningroom Furniture, priced to suit moderate means. Let us place a Quartered Oak Diningroom Suite on your floor, with style enough to keep it in the A class, yet selling at a reasonable price.



662A—Buffet
Height 54", Top 21" x 52" B.B. Mirror 10" x 46"
Silver Drawer Lined



1675-5 Diner
Leather Slip Seat



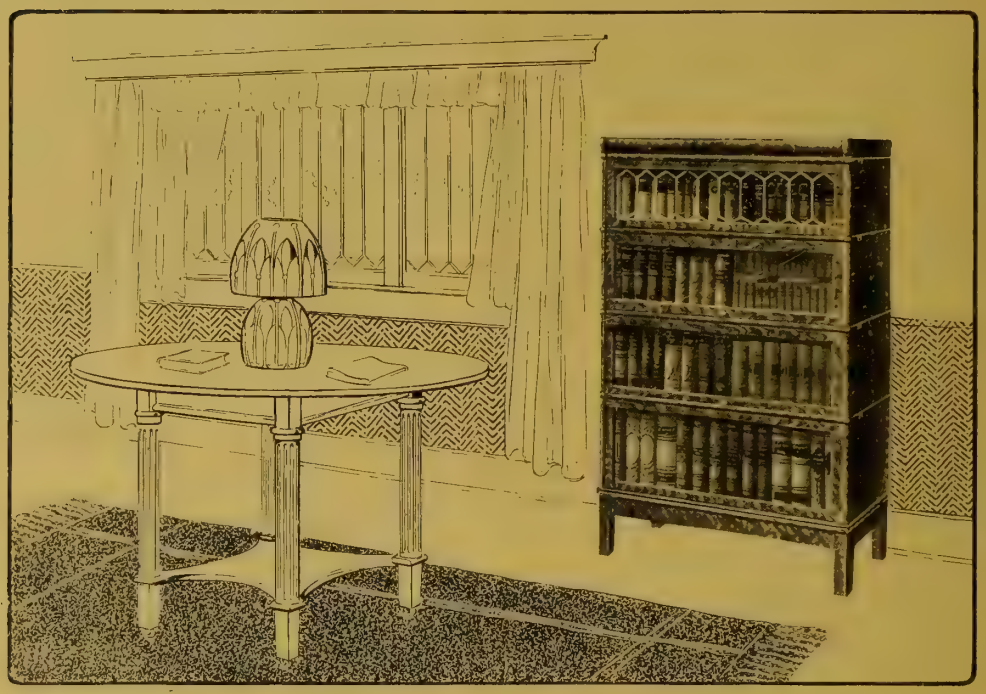
405 China Cabinet
57" High. Top 16" x 42"

The Stratford Chair Company, Limited - Stratford, Ontario

STRATFORD FURNITURE

The regular routine of the Spring Housecleaning and Renovating Season creates an Annual Springtime demand for

Globe-Wernicke Sectional Bookcases



The Spring of Nineteen-Nineteen will experience, in addition to this, a greatly increased demand created through our general publicity campaign to educate the public regarding the utility and superiority of Globe-Wernicke Sectional Bookcases.

The best Canadian magazines are the media through which this educative matter is being placed before the public.

Globe-Wernicke Dealers are bound to benefit through this campaign, but in order that you benefit to the greatest degree we would strongly advise ordering immediately, and so be well prepared when the call comes.

The Globe-Wernicke Co. Ltd. - Stratford, Ontario

STRATFORD FURNITURE

Attractive Values in Rattan Furniture







Attractive designs that are entirely original. Our designs may be copied but our quality cannot be equalled.

The many beautiful designs make it easy to select pieces that harmonize with any furnishing or color scheme.

IMPERIAL RATTAN CO., LIMITED STRATFORD, ONT.

Mr. Furniture Dealer:

Are you getting and reading The Canadian Furniture World and Undertaker regularly? If not, send $1.00 to address below, and the paper will come to you, postpaid, each month.

THE COMMERCIAL PRESS, LIMITED :: TORONTO

SOLID PLAIN OAK

VICTORIAVILLE, P. Q. February 26th, 1919

"Solid Oak Furniture"

To the Trade:—

We have much pleasure announcing to the trade in general, and especially to our old customers, that we have installed new machinery and secured the services of a most competent man, Mr. C. J. Kelly, of Grand Rapids, Mich., to take full charge of the manufacturing end of our business, and will now manufacture **"Solid Plain Oak Furniture"** in addition to our regular line of **"Surface Oak Furniture."**

Being the only factory making the **"Solid Plain Oak Furniture"** in Eastern Canada, we can deliver the goods at a most competitive basis of freight to all Eastern points. We shall issue a "Supplementary Catalogue" showing these new lines, in a few days, and will be pleased to mail you a copy of same with prices. Thanking you for your past favors, and continuing to solicit the trade in general,

We are, gentlemen,

Yours very truly,

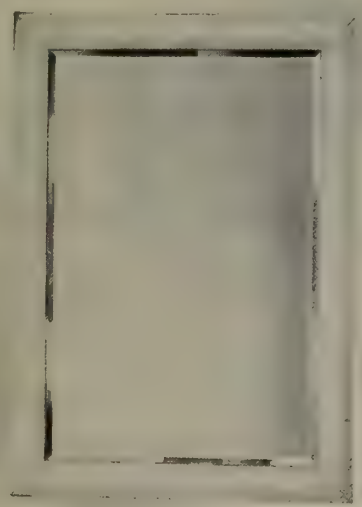
THE VICTORIAVILLE FURNITURE COMPANY
LIMITED

VICTORIAVILLE, QUEBEC

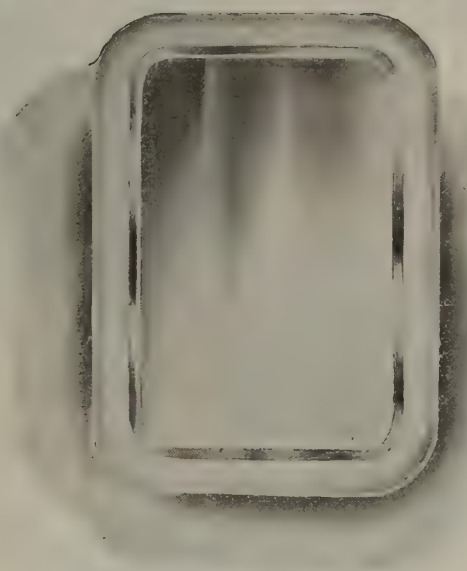
UTILITIES IN WHITE ENAMEL FOR EVERY-DAY USE IN THE HOME



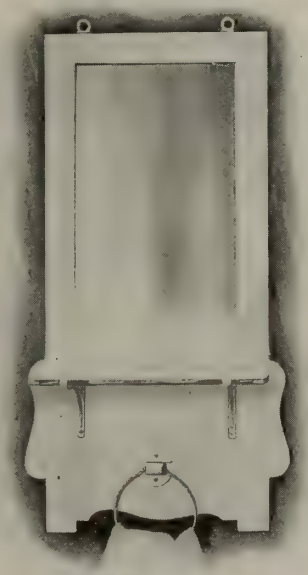
No. 100—Bathroom Cabinet. White Enamel. Outside size 18 x 24 x 4 in deep. Fitted plate glass shelves. 12 x 18 Bevel Mirror in door.
No. 101—Same design, one inch deeper.



No. 1124—White Enamel Framed Mirror. 1½ inch frame. Fitted plain or bevelled mirror plate. Sizes 7 x 9 to 16 x 20.



No. 1113½—White Enamel Framed Mirror. Frame is 1½ inch wide. Fitted bevelled mirror plate. Sizes 12 x 18 to 18 x 30.
No. 1113 — White Enamel Framed Mirror. Oval. Same sizes as 1113½.



No. 1121—Combination Mirror. Frame in white enamel. Outside size 14 x 26½ inches. Has plate glass shelf on nickel brackets, and towel ring. Mirror is plain plate, 9 x 14 inches. A handy toilet article.

Our White Enamel Framed Mirrors and Cabinets are carefully wrapped or packed in suitable containers, ensuring their arrival in good condition, and cleanliness while carried in stock. Mirror plates in all bathroom mirrors finished with guaranteed copper plated back, protecting the silvering.

The above are taken from our regular lines. Quotations furnished the trade for our full line of Mirrors and Cabinets on request.

PHILLIPS MANUFACTURING CO., Limited

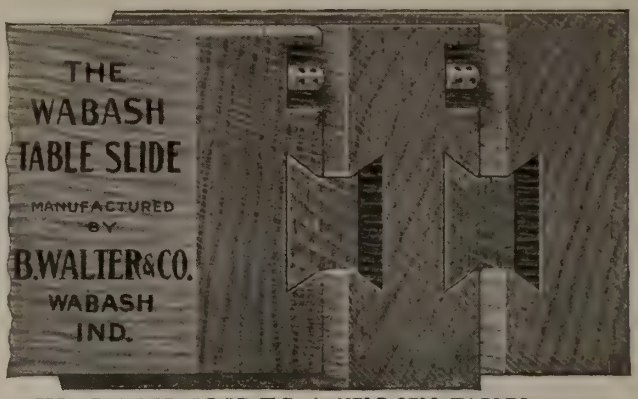
258-326 Carlaw Ave.
TORONTO, ONT.

Mirrors, Mouldings, Frames, Framed Pictures, Trays, Framers' Sundries

THE
HEART
OF YOUR EXTENSION
TABLE IS THE
SLIDE

YOUR TABLE IS
CONDEMNED IF THE SLIDE
DOES NOT WORK
PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES.
ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at
Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith



Write for our interesting money-saving proposition to buyers in gross lots.

Be Prepared—

for a brisk summer trade in "Peerless" Folding Tables. They're going to be in great demand for garden parties, camping and summer home purposes.

The convenient and practical usefulness of the

PEERLESS FOLDING TABLE

makes a hit with every customer.

Put the "Peerless" out where it will sell itself. It won't take up much floor space and will well repay you in profitable business and satisfied customers.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **DEPT. W LONDON**



We can fill orders for

"KAPOK"

MATTRESSES

The embargo having been lifted we can now obtain unlimited quantities of "KAPOK" which is used exclusively in the manufacture of our celebrated mattress.

Write for new prices.

The Canadian Feather & Mattress Co.
LIMITED
TORONTO OTTAWA

Baby Carriages of Our Make

enjoy favor among dealers because we have correctly estimated public demand for baby carriages of highest grade in their price class.



Our Walkerton factory is exclusively devoted to the manufacture of baby carriages and reed goods. We advise dealers to place their orders at once. CATALOG MAILED ON REQUEST.

PLACE ORDERS WITHOUT DELAY

Remember that Spring is near—and so is the demand for **BABY CARRIAGES**

MADE BY

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.
WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

Sell THRIFT STAMPS



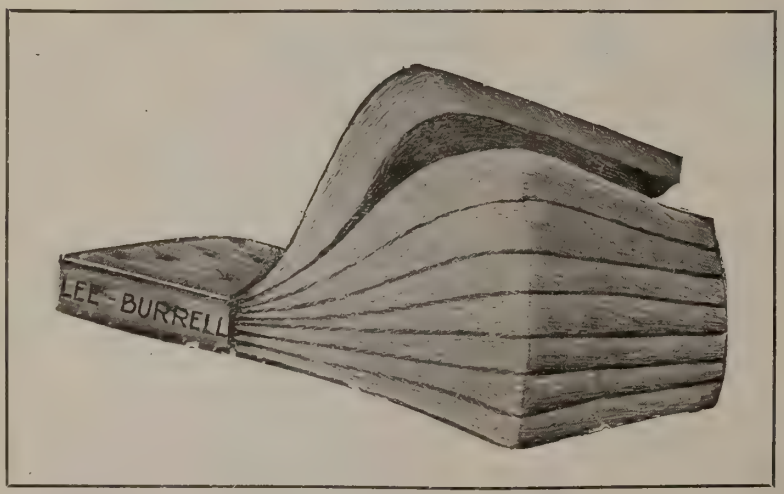
THE dealer who encourages his customers to take their change in Thrift Stamps is giving valuable aid to the work of Reconstruction. He is helping to foster Prosperity by making small savings assist in financing Governmental expenditures.

Then, while he is doing that much for the country, let him do something for himself----

Buy War-Savings Stamps

32

"Hygienic" Mattresses are Reliable



They have the honest construction which enables you to recommend them, with every assurance that they will give perfect satisfaction.

For high-grade mattresses at a reasonable price you can't beat the "HYGIENIC" Line.

LET US SEND YOU OUR PRICE LIST

The Standard Bedding Company

Mattress Specialists

27-29 Davies Avenue **Toronto, Ontario**







Meaford Furniture

Adds Prestige to Your Store

FURNITURE dealers selling the middle class trade are sure to find in our furniture selling possibilities that are unexcelled and rarely equalled.

Correctly and attractively designed, its first appeal is to the eye, it looks right, it looks dignified—homey—as though it would help to make the home more inviting.

Not only is Meaford Furniture attractive, it is so thoroughly well made that it will give exceptional service—long and constant.

In choosing furniture that will do the greatest good over a term of years, you can't do better than make "*Meaford*" your leading line.

The Meaford Mfg. Co.

LIMITED

MEAFORD - ONTARIO

GOLD MEDAL LINE

Parlor Bed-Room Sets

Divanette or Davenport Styles with Chairs to Match

Made in quarter-cut Oak, fumed or golden. Extra heavy frames. Fitted with our Wish-bone Link Spring and extra heavy Felt Mattresses.



No. 795 DIVANETTE
made also with revolving seat, Davenport style



CHAIR and ROCKER
to match.



See Catalogue for other designs

The Gold Medal Furniture Mfg. Co., Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE



No. 454 BEDROOM SUITE, ADAM PATTERN

When genuine quality is combined with artistic design your customers are sure to be interested. KNECHTEL bedroom furniture is made in the popular period styles at remarkable prices.

Illustrated is our number 454 bedroom suite in the popular "Adam Pattern." It is of Walnut, Polished or Satin Finish, which makes it doubly attractive and saleable.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

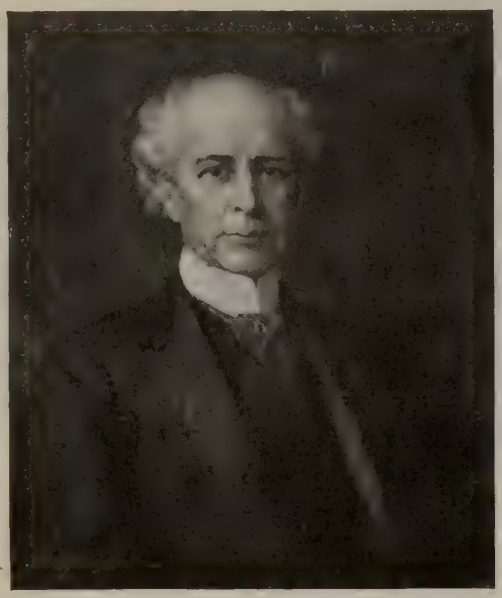
PHOTOGRAVURE

After the famous picture by J. W. L. Forester, Canada's foremost portrait painter of

WILFRID LAURIER

Born at St. Lin, Quebec, November 20, 1841
Died at Ottawa, February 17, 1919.

This picture had the approval of Sir Wilfrid himself and reproduces his fac-simile signature.



Portrait of
RIGHT-HON. SIR WILFRID LAURIER, K.C.M.G., P.C.

Published by Matthews Bros., Limited, 1906 Dundas St. West, Toronto, in high-class Photogravure from the original painting.

Right Honorable Sir Wilfrid Laurier, P.C., G.C.M.G., D.C.L.,-LL.D., K.C., leader of the Liberal party in Canada since 1887. Premier of Canada for 15 years, an honorary member of the Cobden Club, Grand Officer of the Legion of Honor of France, and the holder of honorary degrees from Oxford, Cambridge, Edinburgh, Toronto, and Queen's Universities, was born on November 20, 1841, in the French-Canadian parish of St. Lin, L'Assomption County, Quebec, near the New Brunswick border.

Plate, size 15 x 18 inches. Paper, size 22 x 30 inches.

Do not fail to have one or two of these handsome Photogravures for stock, as there is a constant demand for these handsome Portraits for Public Buildings, Liberal Clubs and Associations.

If you would like us to mail you a dozen or half dozen of these do not delay, as the edition is limited and you will lose sales by not having them in stock.

Price to the Trade, 60 cents each

MATTHEWS BROS., LIMITED

TELEPHONE JUNCTION 3020

1906 Dundas Street West - TORONTO

Leading Department Store in one of the most progressive Ontario cities has

FLOOR TO RENT FOR
Furniture Department

Now has established a large business in Carpets, Rugs, and Draperies. This is a wonderful opportunity for a progressive and practical furniture man with necessary capital, as the opening is most opportune, the opposition being very light. Principals only. All inquiries treated in confidence. For further particulars, apply in first instance to

BOX 41

CANADIAN FURNITURE WORLD
32 COLBORNE ST - - TORONTO

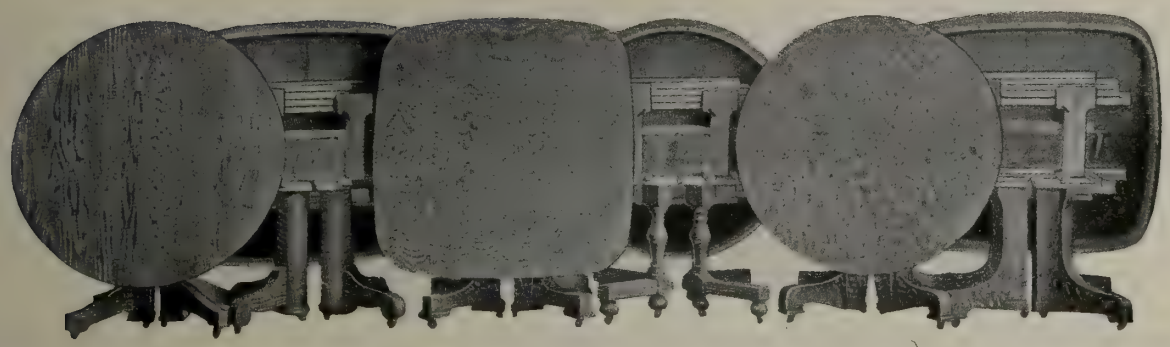
A CEDAR CHEST
that expresses an ideal

There is more to a SHAFER RED CEDAR CHEST than dignity of design and beauty of finish. Built into each one is the satisfaction of producing a fine piece of furniture — the pride of creation. Skilled workmen and best quality material make possible the execution of our effort to build only chests of this character. *Prices and illustrations on request.*

D. L. SHAFER & CO.

ST. THOMAS - ONTARIO

TWINS



The "TWIN" Dealer Has What the Customer Wants.

¶ Chesley dining table designs would answer to the term "up-to-date," but they are more than that.

¶ They have a substantial charm in addition that bespeaks thorough quality.

¶ At the bottom of most "TWIN" dealers' satisfaction with the line lies the fact that TILT-TOP "TWINS" *do* please the customer.

¶ Send for our latest prices, they will interest you.

The Chesley Furniture Company, Limited

CHESLEY, ONTARIO

Furniture Dealers Should Demand the MARSHALL Label

Beware of Substitutes and Imitations

TRADE MARSHALL SPRING MARK PATENTED

This trade mark should be on every Marshall Cushion

We gladly forward labels to all manufacturers whose supply is running short.

Marshall Cushions are becoming so well and favorably known among the discriminating section of the purchasing public that when they purchase upholstered furniture they want to be assured that they are getting the MARSHALL. The way for the dealer to convince them that they are getting the best—the Marshall Cushions—and to be able to assure them of the fact with fullest confidence, is to demand that the manufacturer from whom he buys attach the Marshall label to the goods. All manufacturers are furnished with labels for this purpose so that the dealer may be fully protected against substitutes and imitations.

Marshall Ventilated Mattress Company, Limited

TORONTO - CANADA

Successors to Marshall Sanitary Mattress Company, Limited



- ART QUALITY -

When genuine quality is combined with artistic design and low prices you cannot avoid being interested. *Art Bedroom Furniture* is made in the popular period styles at remarkable prices. It is finished neat, and is inviting in appearance.

Write for illustrations and prices of our newest patterns

Art Furniture Company

Limited

Kitchener :-: Ontario

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 9. TORONTO, MARCH, 1919. No. 3.

GETTING READY *for* THE SPRING OPENING

Dealers should prepare for spring sales by displaying seasonable lines—Other trades make the most of spring season by stimulating sales—Housecleaning time good for selling new furniture and house furnishings—Lay out a plan

MARCH, the first spring month, is here, and with it the furniture dealer should be prepared for spring business. It is not a bit too soon to start right after and push this class of seasonable furniture lines.

Millinery and dry goods houses—many of them at least—in the larger centres already have had their spring openings, and it would be well for furniture dealers in all sections, large and small centres, to get into line at the earliest possible moment.

Housecleaning time, which is the uppermost thought in the good housewife's mind in the early spring, should suggest household neds—kitchenwares, gas and electric stoves, kitchen cabinets, new carpets, window curtains, dishes and chinaware, perhaps a new bed or some added piece of furniture for one or more rooms in the house; a baby carriage, too, is likely to be a need in many a household.

These and many other items are bound to suggest themselves to the alert dealer. He has his own methods of inviting sales. Those that have been tried and proved true in the past should of course be the backbone of this year's efforts, but anything new that is likely to be of advantage to the dealer's own constituency should also be put into play.

Methods to Inaugurate

Windows, of course, are always in order. A spring touch to even the most prosaic trim will liven the display and double its efficacy.



Flowers, sprays and foliage give a touch of spring to the most prosaic window trim. It added much to the worth of this bedroom furniture display.

Interior display will also help. Well displayed goods act the part of many a good salesman's introduction to his goods.

Demonstrations are a good thing. They sell goods. It was thought some time ago that demonstrations were helpful in bringing probable or prospective buyers—especially women—into the store, but demonstrations have proven in many a town that they make for sales, and where properly handled and looked after pay for themselves.

The spring opening feature, while not new, is of sufficient importance in the smaller towns to make it well worth while incorporating into the store's program. It acts as a fillip to country people, and is bound to attract attention. Country folk and residents of the smaller towns are not so filled up with amusements and entertaining features as are city people, and so they welcome anything that is likely to brighten up a day for them, even though it have a trade value attached to it. We would be pleased to hear from dealers bearing out this fact, as it bears out the experience of those with whom the editor has spoken on the subject.

Publicity Has Its Place

Advertising, too, has its place: to draw attention to the store's goods; its special sales; its new lines, its demonstrations; its services; its prices. And advertising has a value that lasts many months after the advertisement has appeared. All of us have had or heard of such experiences.

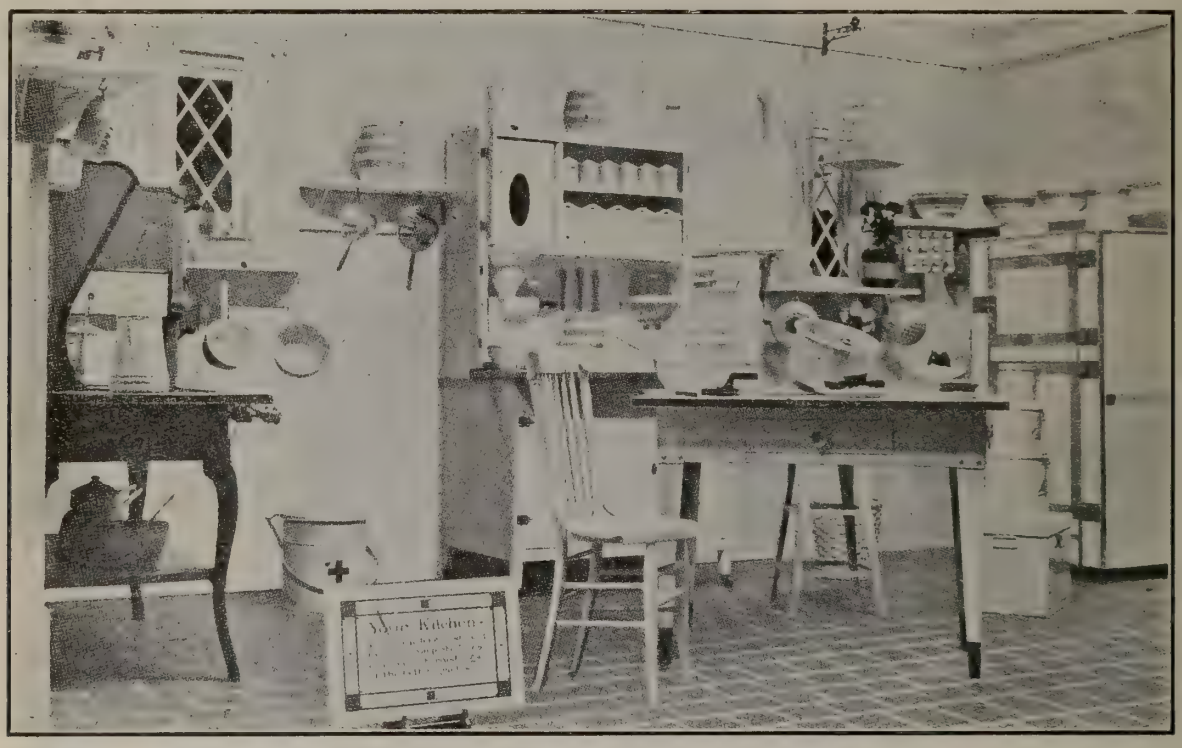
The local paper is reckoned by many dealers to be the most effective medium for advertising. This is particularly true in the smaller cities and towns. Circulars, too, have their place. In fact all methods of publicity may be classed as advertising, and all of them have some particularly good features.

The Home Furniture Co. of Toronto, have tried out a bulletin service, and are so pleased with its success that they issue once a month a store circular. Canadian Furniture World about a year ago told of the Home Furniture Co.'s plan and how that concern made it well worth while giving attention to the make-up of the monthly circular.

Some 30,000 are issued every month, and they are distributed throughout the east end of Toronto. It takes two reliable men three weeks to distribute these, leaving one in every house. Window displays back up the special offerings made in the monthly circular.

Featuring Spring Lines

And what about housecleaning features? There are numerous articles that might with profit to the furniture dealer be suggested and pushed during this spring season. There are two big furniture concerns in Toronto that have been for some time playing up kitchen cabinets, and because they have gone after the business strong they have in their special sales of these goods in one case doubled and in the other trebled the number of kitchen cabinets sold through their stores.



The kitchen in the window. Two Toronto furniture stores recently conducted special kitchen cabinet campaigns. Their efforts were highly remunerative from the sales standpoint.

But there are many other pieces of furniture and articles that could be pushed with advantage and profit in the lines of kitchenware, carpets, china, curtains and general household goods.

Then there are baby carriages. Last March there was observed a "National Baby Week," which caused furniture store windows all over the continent to blossom forth in all kinds of baby carriage equipment in dainty colors and curious makes. Many wonderful windows were shown in the large cities, and representatives of the baby carriage manufacturers state that the results were very good. If the manufacturers were pleased with the result we presume the dealers who made displays and sold the goods were equally satisfied.

Here, then, are some methods to adopt in trying out for spring business. Make your start right now. Lay out your plans and get after the spring business right at the first day of spring.

SUGGESTIONS *on* ARRANGEMENT *of* DISPLAYS

Relative value of interior displays—Grouping arrangements—Silent salesmen and price cards help—Making for quick sales—Store arrangement a science that should be studied—Good windows bring people into the store

By GEO. F. LEAPER

STORE arrangement is a science in itself. A science that is only imperfectly understood by most of us. The arrangement of the store is often the factor that makes or breaks its success.

Good displays in the window are responsible in a great measure for bringing people into the store, but once these people get in, they should be presented an interior capable of holding their attention, and capable of making these people enjoy being in the store.

Window Display Ranks First

The front part of the store is the most valuable in all ordinary cases. The window space ranks first and highest. The department nearest the entrance comes second, and so on back. This is true largely because it is so difficult to get customers who come to the store to circulate far beyond the entrance. As in this present day of hurry the customer is intent on securing what he comes after in the shortest possible time. Therefore the goods that sell themselves must be located where they will help to attract attention to other goods.

Goods not in a customer's mind must be located where they can be seen. The merchandise must be arranged in groups that permit of making the sale of more than one article. Goods that go together in actual use are therefore generally grouped together.

The profit of the store depends upon quick sales and large volume; therefore, it is clear that everything should be done to handle the customer efficiently, and as quickly as possible. The prospective customer must be helped by the arrangements of the store and by displays as well as by sales people, open counters, easily-read price tickets, printed statements about the goods, and similar devices which assist in this direction.

Sales people need to show the goods in the quickest possible way, and to be prepared to tell in short, clear-cut sentences the things the customers are likely to want to know about the goods. Above all, they need deft hands, quick eyes, ready minds, and unfailing patience and good will for every customer.

Goods should always be of easy access. The utilizing of the stock fixtures by the salesman is to get the goods in the hand of the prospective customer within the shortest possible time. The feel of the stock is the greatest factor in creating a desire for possession in the prospect. When a salesman must waste his time opening and replacing boxes, the desire of the customer will wane accordingly.

In displaying goods inside of the store much care should be taken to place goods of quality before the eyes of the buying public. While many people go into a store with the intention of purchasing an inferior class of merchandise, it is safe to say that if they see the store makes it a point to make a showing of expensive materials, that when they have sufficient funds or when the desire for such material takes hold of them, they will remember where they saw the display of such merchandise and they will go to that place to make their purchases.

Arrange Displays Effectively

A great deal of attention needs to be given in arranging the store display so as to make it most effective. Goods must be placed where they can be seen. The principle is that the display of merchandise should fall largely within the average line of vision. Experiments need be performed to determine just what this is, but it may be safely stated that most people on passing through a store notice goods only when they are located more than two feet and less than seven feet above the floor. This means that the display must be planned within this line of vision, namely, five feet wide. Displays above or below these limits seem either to remain unnoticed or to confuse the customer. As a rule, whatever is done above or below these limits must be for purely decorative purposes, or to serve as a background for the regular goods that are displayed within the line of vision. Within this line of vision there are possibilities of great art in arranging the display of goods. For example:

One may seek to get the colors of the goods into an appealing relationship.

To get the form of the goods in harmonious groups.

To get an effect that is not only pleasing to the eye, but attractive to the customer's pocketbook.

The one who arranges the store's display has the possibilities of exercising talent similar to that of a painter or sculptor, but his combinations must differ from the painted or sculptured group in this respect. that the details rather than the ensemble must stand out clearly to catch the customer's attention. The art is introduced to set off the goods effectively so that they may appeal to the purchaser and be sold. Order, harmony and other fundamental principles of art are essential to good store display, but art must be for business sake.

Everything beyond the direct line of vision in a store is to the customer what the frame and background of a painting are to the painter, and to the one who looks at the painting. The frame or background needs to be in keeping with the central object, harmonious yet subdued, not attractive in itself, but helping to make the goods displayed as attractive as their true natures will permit.

ONE LITTLE AD. WON'T DO IT ALL

One step won't take you very far, you've got to keep on walking. One word don't tell folks who you are, you've got to keep on talking. One inch won't make you very tall, you've got to keep on growing. One little ad. won't do it all, you've got to keep them going.

GETTING GOOD PHOTO *of* SHOW WINDOW

Describing method used by a dealer in an Ontario town—Some necessary precautions to insure good picture—Night best time to take photo—Eliminate reflections and avoid sunlight in window if photo taken in daytime

By C. H. BROOKS

A GOOD window, the kind that will make the people stop and study its contents, is an asset. To preserve the original is impossible, so a faithful reproduction is the much desired object of its originator.

Too many good windows are poorly portrayed in the photographs taken, so to get a good picture, a few precautions are necessary, as it is a fact that a show window is one of the most difficult things to photograph.

The Necessary Precautions

If there is a broad street before your window, or an open space, it will almost be impossible to take a picture by day; for, put your camera where you will, it is always darker in your window than it is outside, and the opposite condition should prevail. But it can be done at night. See that your lights, while flooding the window, are themselves hidden from the street. If the camera has a good lens from 10 to 20 minutes' exposure will be enough. People may walk between the camera and window and not injure the picture, providing they do not stop.

A good time to photograph a window, is early morning on a clear day; just before sunrise. The light is strong and penetrating, and a good picture will usually result. Remember that the interior of your window must be light. If your window is darker than the street the glass acts as a mirror, reflecting everything on the opposite side of the street.

A method often adopted with good results is as follows: Make a cloth screen of black cambric sufficient to shut off all reflectors when raised before the window. Fasten the two upper corners to poles, and when about to take the picture have two men or boys raise the screen just back of the camera. All reflections will be avoided, and a clear picture will result. Flashlight pictures will not avoid reflections. There is a popular idea that the camera cannot lie, but if it cannot it is still capable of great exaggeration.

Avoid Sunlight on Window

Show windows should never be photographed while the sun is shining upon them. A dull day or early morning light will give better results than a bright day or when the sun is high. Where a window is illuminated by electric light, the evening is the ideal time to photograph it.

If the lights are in full view, precautions should be taken to cover them, for if a long exposure is made they will show up in the picture as a white blur. The lights can easily be hidden from view by the arrangement of the goods or decorations.

Take a photograph of your window display and send it along to the editor, 32 Colborne St., Toronto, together with some particulars about the results it brought.



This is a display made by the Gendron Mfg. Co., in their exhibition hall at 55 Bay St., Toronto, during the recent furniture exhibition.

DEFINITE IDEAS *on* DISPLAY *and* ADVERTISING

Change in display of value—Plan window displays—Backgrounds a factor—Color schemes—Connect window and advertising story—Demonstrations have their place—Window cards and price tickets give an idea

IN a previous discussion we spoke of "change" in display as frequently of value for its own sake. But just as certain principles govern change in the store itself, so they determine the kind of change demanded in that concrete section of the store known as the Window. The first thing an intelligent window dresser ought to think of, in planning his scheme of decoration, is the shape of his background. Circle, square, oval, oblong? If the background is natural, if you are confronted with an undefined section of the backs of tables or showcases interspersed with blank spaces (as is the actual case in some stores of the older type), create your background—precisely as the ad. writer creates the real shape of his advertisement within the oblong of the space allotted. Create it. Next week, or next day, recreate it. Vary it as much as possible. The background is the big "silent" factor in sales appeal through the window.

Color schemes are supposed to be brilliant emanations rather than logical necessities. Sometimes that is what is the matter with them. When definite ideas do prevail, we usually find window dressers divided sharply into two "schools of thought"—like the old fashioned schools of medicine. One group of minds favors synchrony—varying shades of the same color, like a Whistler study in gray on the Thames. The other crowd are for sharp color-contrasts—like a Japanese water-color. The theory seems to be—on both sides—that one or the other dogma must be exclusively and inescapably right.

Why need it be? There is absolutely no reason. Use both schemes—sometimes one month, harmony; the next contrast. Or, more rarely, use a background of harmony and a foreground of contrast. Combine rather than exclude. Call this "futurism" in window decoration, if you like. It has succeeded. And at any rate the principle of alternating both appeals has solid experience behind it.

As to Window Demonstrations

Is the window demonstration worth while? It has been overdone, no doubt of that. It is much like the freak idea in some advertising, as commonly employed; curiosity in abundance is excited but, rarely, the desire to buy. Inside the store, the buyer pays more heed to a demonstration—because he is a buyer—or, at least, a prospect. Out on the sidewalk he is generally a whistling boy with his hands in his pockets.

Window demonstrations are commonly more resultful in the small town, where people have more time to look. But they may not by any means be ruled out of the legitimate methods employable for merchandising a new or even a standard product. The main thing is to have a reason for a particular demonstration, rather than to insist on demonstration as a reason for itself. Constant, weekly demonstration dulls the fine edge of curiosity. Nobody looks, when he knows that the free show is going on all the time. Many products—of the best salability—demonstrate themselves. Your window dresser—if alert and receptive of new ideas—is your best "demonstrator." Vary "still life" with an occasional sight of the "wheels going 'round"—but recognize the limitations of the plan. Men at work are rather common sights in a city street; an artistic and forceful window display is a rarity. Which is the conclusion of the whole matter.

When all is said, the fault which persists is the fault of clutter. The average window in the retail store of 1918 still has too much in it—and too much of too much. Absolutely no one is going to look at half of it. And because of the miscellaneous aspect of it, many people will never look at it at all. Take some store window not in the furniture line, and you will readily see the idea. The average retail store in the small town, for example. It is a salesman shrieking too many kinds of instruments in too many different keys. The result is that discord which is not emphasis but dissipation of attentive energy. Look back at many furniture windows, and you observe precisely the same (lack of) principle. The plan of the background and the plan of the color scheme are not a whit more essential than the plan of choice of display-lines. Some day some retail merchants will wake up to the fact that what they leave out of their windows may be quite as important as what they put in. Attract the buyer. Don't knock him down.

The Advertisement

"Dealer advertising is primarily a local proposition." It is said so often that we forget that we mean it is a product adapted to a local proposition. Since the product is universally the same, some ideas which succeed in the large city will make good in the small town, and vice versa. Since people are about the same in the aggregate the world over, and their demands average about the same, the common argument, "But my business is different," is weak. It is not a question of an individual business, but of what the trade needs. The advertisement which is rightly framed hits that bull's eye or it fails, however admirably shaped to the supposedly unchanging requirements of a particular town or business. "Nothing succeeds like difference." And our main reason for urging the dealer to use liberally the advertising matter furnished him by the manufacturer is that it is different—and hence, often, more interesting to the reader than the conventional repetition of phrases so common in many advertising columns, in many different places, and many different businesses.

Window Cards More than Price Cards

Window-cards should have character. That is, they should be more than price tags plus a few words. Illustration is one good method. Original and frequently changed type of printing is another. Each card should be distinctive—for the reason that each line designated is distinctive. Hand-printed cards

(Continued on page 30)

Merchandising Suggestions from Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

DON'T JUDGE CUSTOMERS TOO SLIGHTLY

DON'T permit yourself to think that this person or that person will always buy cheap merchandise just because they have not as yet bought any other kind. There comes a time in every buyer's existence, if he isn't cut down before his time, when he changes. Every human being in the world, who isn't absolutely degenerate, secretly or openly wants and hopes for things better than he now possesses. The man who sits in the balcony will one of these days come down into the orchestra. The man who lived passobly well on a second-rate street suddenly decides to endure it no longer and straightway leases a nifty place on the boulevard. The man who looks like an American Quarter prospect, like as not is aspiring to genuine quartered oak de luxe. Because, when people really want something they generally get it, whether it be fine feathers or fine furniture.

People are climbing up in the world. This is a principle as sure as sunrise, and the wise salesman is continually reaching out to help folks make up their minds to buy better things. And these are laudable ambitions for both buyers and sellers.—"Table Talks," published by Mersman Bros.-Brandts Company.

A CARD INDEX OF NEW CUSTOMERS

Keep on friendly terms with your possible customers. The merchant in the small town can easily make a card index of the trade in his territory. Send them a letter or a circular occasionally. Mail them reprints of your advertisements. If you are making any special offers to your trade be sure these are included. If they come to you for some article your competitor has run short of, do everything you can to accommodate them.

You will soon find your trade is increasing. These customers will appreciate your attention, and will repay you with their trade. The card index is the simplest way of keeping track of them; of the different mail matter you have sent; if they have made any purchases in your store, and whether it is profitable for you to use mail advertising.—Southern Furniture Journal.

GRAPHIC CHARTS AND SALES CAMPAIGNS

A progressive eastern dealer has found the keeping of graphic charts, accurately depicting the condition of his stock, of immense practical value not only as a gauge to proper buying, but as a material aid in the intelligent direction of selling effort. These charts are of convenient size, being about 16 by 12. In the left-hand margin are listed the various commodities comprising his stock. The sheet is ruled off in small squares, each square according to the scale established, representing two units. These squares are separated by means of heavy verical lines into groups of five, each group thus representing ten articles. At the top of the chart, starting at the left-hand side, are placed, within the scope of the heavy vertical line, the figures "10," "20," "30," "40" and so on across the width of the sheet. From each item listed in the margin, then, a heavy line is drawn across the squares to the point which represents the quantity on hand. For instance, in showing a quantity of 20 bed springs, the line is drawn across ten of the small squares and terminates exactly on the second heavy vertical line. These lines, showing stock quantities, are made with a soft lead pencil so that they can be easily altered as articles are disposed of or new ones added.

This chart system was inaugurated at the time of the dealer's last inventory, and he states that it requires comparatively little effort to keep it up to date. The exact condition of the stock is in this way graphically shown—those lines which need replenishing as well as those on which the stock is abnormally large.

In sales promotion work this dealer is guided very largely by these charts. When, for instance, the lines on certain commodities assume abnormal lengths, he immediately concentrates his efforts in a vigorous campaign to reduce same.

This is a very simple plan, and one which certainly offers advantages worthy of consideration.—F. L Edman, in G. R. Furniture Record.

Business is a jealous servant; it is sensitive; it demands undivided attention; if neglected, its disfavor is shown in reduced profits; it will boss the inefficient man—play with him—tangle him—finish him. For the constant, consistent, efficient man, for the man who knows all the ills to which business is subject, who governs the big things from knowledge of the little things—for that kind of a man it works overtime. Stretching the earning capacity of every dollar, it grows, expands, earns, knowing only one limitation—the measure of its Boss.—E. St. Elmo Lewis.

THE COMING OF NEW CONDITIONS

The country has made a pretty good start in the industrial race, but now the war has ended it is going to require some unusual effort to maintain its lead, says the "Furniture Index." It is quite certain that goods for export will not sell themselves without the strong individual or collective effort behind. To successfully enter and gain profitable trade in foreign markets means it will require the ability to overcome the strictest competition the world has yet seen. A very eager and persistent force of European producers will stand ready to force the most grueling competition. And yet the American exporter will have some signal advantages in the better equipment of his factory, the skill of his workmen, the ships to carry his goods, and in many forms the better resources for obtaining his necessary raw material. While the necessity of suitably placed, perfectly packed, skilfully drummed and backed by appropriate credits and banking is apparent, there must be something beyond in acquiring a familiarity with international political conditions and the latent influences that to a considerable extent directs trade. Success in isolation is no longer possible. America must give and take in the international markets as the sole basis of its future prosperity.

JUSTIFYING THE PRICE YOU ASK *for* GOODS

Dealer should find out for himself why his goods are worth the price asked for them, and see that it is explained to customers—An experience—Difference in goods—An interesting article from "The Decorative Furnisher"

EVEN before the conditions of the war caused furnishing goods to mount sky-high, many a merchant was worried by this expression: "My, how expensive you are!" Some merchants gloried in the fact that their goods were expensive even though there was no logical reason why they should be expensive. Other merchants frankly worried when their customers told them they were expensive, and consumed much time in looking around for cheaper goods.

If, however, a merchant runs his business in a sensible conservative, practical way, with a comparatively low overhead, and his goods are still high, there must be some good reason for it.

It is up to the merchant to find what this reason is, and rectify it, if it is of such a character that it can be rectified, or take advantage of it as a selling argument, if it is a legitimate reason.

Experience of One Dealer

Here is an experience that is apropos:

A high-class merchant in a flourishing town was frequently told by his customers that his goods were too high. So far as he could find out, he was only making a reasonable profit on his goods, and his business was runas economically as any similar business could be run. This last fact he was quite sure of.

But the statement, coming from a large percentage of his customers, worried him. He knew that they were not all wrong, so he was determined to find out what the matter was. One day he took a trip to a nearby town and made an inspection of the goods of other merchants in his own line. In about an hour—or even less—he easily found out why his prices were high—and he was glad they were high. When he returned to his own store he called his selling force together and spoke to them in this manner:

"For years our customers have all told us that our goods are too expensive. The statement has worried me. I do not think our goods are too expensive in comparison with their value.

"The statement worried me so much that to-day I was determined to find out the reason for it. I made a trip to —— and inspected three stores which sell approximately the same kind of goods that we sell.

"Before the first inspection was complete, I understood why we have been called expensive—and I am also inclined to think we will be even more expensive in the future.

"We are called expensive because we actually give more value in our goods than any other merchant in our town, gives in the very same kind of goods—and we do this consistently.

Difference in Goods

"Superficially, for example, every chair has four legs, a seat, and a back. It would be very difficult for a designer to make an average chair without these six indispensable items. But just because one chair has four legs and a seat and a back that is no reason why it should cost the same as some other chair having the exact same features.

"But the average customer when she looks at a chair looks at it quite superficially. She sees a chair in our store marked $20.00 and she compares it with an apparently similar chair in some other shop that is marked only $12.00.

"What is the difference? Examine our chair. It is made of good straight, well seasoned wood. The finish is perfect. The carving is sincere and well done. It is finished on the back and underneath just as carefully as it is finished on the front. The design is well-balanced and artistic.

"How about the cheaper chair? The wood is not as well seasoned nor is it as well selected. The finish appears as good but that is because both finishes are new.

The time to make comparison between finishes is after



Chesterfield and rocker from suite No. 602, made by Morlock Bros., Ltd., Hanover, Ont.

they have been worn for a few months. The poor finish will then show decided signs of wear. The good finish will actually increase in merit. Look under neath the cheap chair. It is poorly finished, and there are many rough edges.

"In short, the real difference between the two chairs —between our chair and the cheaper chair with which the customer mentally compares ours—is a difference of ideals. Our ideals are higher than our competitors. Our ideals are so high that nothing short of a perfectly finished chair pleases us. Our competitor's ideals are perfectly pleased so long as the chair has four legs, a seat, and a back.

"If you will examine our case goods, you will find the backs just as sightly as the fronts. Our cabinets and chests have dust-proof partitions. Our mirror frames are backed carefully to present a satisfying appearance—there is nothing slip-shod about them in any way.

"Remember ideals have a price on them.

"High ideals come high.

"Low ideals come low.

"If a merchant is expensive, don't figure that he is making an unjust profit—or charging too much for his wares. Perhaps his ideals—like our ideals—are high.

"Cheap work is always cheap work, no matter who sells it or where it is sold.

"Honest workmanship can never be bought cheaply —although it is the most inexpensive in the end.

"Tell the customers who come to our shop that they can depend on the goods we sell. We are not ashamed of them. They are right when they come to us, and they are right when they leave us. Point out the hidden virtues of our merchandise. Explain them carefully. Then ask the customer to compare our goods with goods similar in all respects before deciding whether our prices are unreasonably high or not.

"Here is another point worth considering: Good woods do not necessarily make good furniture. A man may be wearing the best clothes ever worn or tailored and still not look stylish. There is a certain distinction in dress which we call taste. And there is a certain way of building furniture which we call style. Our furniture is built to be artistic. Perhaps the mahogany of which it is made is no better than the mahogany used in cheaper furniture. Perhaps the hardware is of exactly the same material as cheaper hardware. But the fact remains that the complete price is as harmonious and as satisfying as it can be made. It possesses style. And remember that style is not a matter of chance. It is something studied by the designer. To get a design that is artistic and meritorious costs money. All this adds to the price of good merchandise."

The words of this merchant can be read and studied to advantage by other merchants who have themselves been called expensive.

It should also be remembered that price is not the big mainstay of modern business.

The truism is always before us that we never get more than we pay for.

Explain all this to your clerks, so that they may understand why you are expensive—and why you glory in the fact.

Brown, Son & McPhee, have bought out W. W. Tait's furniture business at Parkhill, Ont. They will conduct the two stores as usual for a time at least, and intend toopen an up-to-date funeral chapel in the near future.

KNOBS *of* NEWS

J. B. Paquin, furniture dealer, of Montreal, has registered recently.

The Yale Bedding Company, of Montreal, suffered fire loss in February.

A demand is said to exist in the Old Country for folding chairs and tables.

J. E. Wilder, 354 Bleury St., Montreal, is erecting a $125,000 furniture building.

Vaillancourt & Lalonde, furniture dealers, of Montreal, have recently registered.

Wm. M. Langton, furniture dealer, Nanaimo, B.C., is succeeded by W. B. Walker.

The Ontario Furniture Co., 230 Dundas St. London, are planning to remodel building.

The Thrift Broom Co. Ltd., Toronto, has obtained an Ontario charter with a capital of $40,000.

J. Lacroix & Son, manufacturers of furniture, Ottawa, Ont., sustained fire loss recently.

The Robert Simpson Co. Ltd., Toronto, announce a scheme of profit-sharing with their employees.

The Fireless Cooker Co. of Canada, Ltd., Hull, Que., has been incorporated with a capital of $100,000.

The Montreal Bed Spring Co., Montreal, has dissolved and a new firm has been formed under same style.

Adelard Pare has been registered as a furniture dealer at Montreal, as also have Vaillancourt & Lalonde.

J. H. Curle, secretary of the Manitoba R. M. A., was the guest of the Ft. William R. M. A. at a banquet recently.

J. Lacroix & Son, furniture makers, Ottawa, Ont., sustained a fire loss recently. Their place was insured.

F. W. Cottrell has been appointed representative of the White Sewing Machine Co. in Manitoba and Saskatchewan.

The Kiwanis Club of Winnipeg recently conducted a window dressing competition open to all merchants. The prizes were three, two and one Baby bonds.

Hogan & Co. Ltd., of Cornwall, Ont., have been incorporated with a capital stock of $30,000 to carry on the business of furniture dealers and undertakers.

Travellers into Stratford will be more numerous from now on, that city having lifted the ban on dancing imposed at the height of the "flu" epidemic.

The Mitchell Vacuum Cleaner Co. Ltd., Montreal, has been incorporated with a capital of $50,000 to make and sell vacuum cleaners, washing machines, sewing machines, floor scrubbers, etc.

Canadians visiting Grand Rapids, Mich., to look over any of the furniture exhibitions will be interested to know that Canadian Furniture World is filed in the newspaper room of the Ryerson Public Library.

L. B. Beale, British Columbia's Lumber Commissioner at London, Eng., has been appointed British Trade Commissioner for Western Canada, his territory reaching from Winnipeg to the Coast, with headquarters at Winnipeg.

CASHING IN ON YOUR PERSONALITY

By GORDON C. KEITH

PERSONALITY is a mighty important factor in the building up of a business. Of course, a business may be built up without the injection of very much personality into it upon the part of the proprietor, as the substantial establishments of many unfriendly, crabby, speak-to-me-at-danger-of-your-life dealers go to prove. But there is no doubt that a business may be more easily developed by the employment of that something called personality—that atmosphere which the individual creates within and around himself.

Personal Touch is Powerful Factor

It is this very weapon that so many small dealers are finding of such great value in combating such advantages as the big stores may possess. There is no doubt that the personal touch is a powerful factor in attracting trade to the small store. The public like to know the man they are dealing with and when he takes a kindly interest in them the bond that ties them to the store is materially increased.

Has Made Good Progress

To prove my point I will refer to one particular dealer of my acquaintance who is employing this trade-attracting factor called personality in a very effective way in the increasing of sales and building up of trade. That it is proving of value is demonstrated by the progress of this particular dealer. Coming from a country town (where friendship and personality as a characteristic of business men seems most pronounced) this dealer started in business just about a year ago in quite a small way. Since then his stock and business have both expanded in a remarkable manner, and he has moved into larger and better quarters.

And in my opinion, personality is responsible in no small degree for his progress. He is a good friend to all—courteous and friendly to everyone who visits his store—on quite an intimate basis with those he sees anyways frequently—always solicitous as to their welfare and appreciative of their personal interests. It comes naturally to him to be so, but he appreciates the fact that it has a considerable business value. In fact, he has admitted to the writer that his ability to make friends of customers is worth more to him as a trade attractor than any amount of advertising he could do.

A young fellow entered the store and was at once greeted with, "Say, I've the dandiest box of chocolates for that girl of yours." He employs this "free and easy, bright and breezy" attitude to all those whom he feels can be approached in this manner, and finds that it means much business for him.

Some dealers may object that it savors too much of "jollying," but this dealer feels that it is better to be somewhat inclined in that direction and make the customer feel at home, than to be overly precise and formal and make customers feel chilly even though it may be quite a warm day outside. Anyway, he finds that a free and easy manner of conversation both in the store and over the 'phone coaxes trade out of customers in a most wonderful way.

Attitude Towards Serious-Minded

Of course, he appreciates the fact that there are some more serious-minded people who cannot be handled in this open-handed way, but he finds it an easy matter to recognize such customers on sight, and make it a point to serve them in a manner in keeping with their own attitude, not neglecting, however, any opportunity to "break the ice," and get on a more friendly and less formal footing with them.

He also demonstrates his personal interest in customers not only by remembering some of their own interests mentioned to him and making enquiries regarding them, but also by making every endeavor to serve them in a satisfactory manner.

For instance, he will get goods which he may not have in stock, for customers, thus saving them the bother of going or sending elsewhere.

This, naturally, is appreciated. Of course, he has another purpose besides pleasing the customer in doing this. It keeps the customer from going elsewhere for goods, which might be the opening wedge for another dealer to get in on their trade.

Yes, personal service and personality have proved, and are proving, of immense value to the dealer, both directly and indirectly. But personality is something on which he has no monopoly. Every dealer has the opportunity of using it to advantage in his business. He will find it of great value, especially in combatting the big stores and mail order houses, where lack of personality in dealings is a big handicap.

The Empire Phonograph Co. has been registered at Toronto.

The Okeh Phonograph Co. has been registered at Montreal.



No. 9540, Louis XVI buffet in walnut, from line made by Canada Furniture Manufacturers, Ltd.

News of and for Canadian Furniture Dealers

BELIEVE IN ADVERTISING AND EARLY CLOSING

The "Home's Store News" bulletin which for the past six years has been issued monthly by the Home Furniture Carpet Co. Ltd., Toronto, will for the future be issued semi-monthly. In the company's announcement re this the following is published:

"For the past six years we have been circulating a monthly bulletin (as an advertising medium) to acquaint the citizens of Toronto with the many money-saving opportunities to be had at this store. We have done this simply because we believe in the power of advertising—advertising has dethroned kings and has raised millions of men to form an army to defend the cause of right—and we firmly believe our circular advertising in the past has been appreciated by thousands of Toronto's east-end citizens. We are proud of the results attained and in order to improve our system and give additional service to the public, we have decided to enlarge upon the past and instead of making one issue monthly, we will issue two bulletins each month. The results of the past fully justify our new efforts and we trust will be beneficial to our many customers and friends."

The Home Company have also adopted a commendable custom in closing their store at noon on Wednesdays throughout the year, to allow their employees having a little more leisure time. The store hours at present are from 8.30 to 9 week days and to 10 on Saturdays.

AGAIN ENTERS BUSINESS FIELD

J. A. Wright has returned to Regina, Sask., after an absence of one year in the east, and it is his intention to start up in business again on his own account. His plans have not sufficiently matured to enable him to make a public announcement; but he intends to remain in Regina, and Mrs. Wright is returning from the east to join her husband there next week.

Mr. and Mrs. Wright are both well known in Regina, having been residents of that city since early days. For many years Mr. Wright with his brother, Ex-Ald. A. D. Wright, conducted a large furniture store and undertaking parlors on South Railway St., and when he closed out this business became manager of the Regina Cold Storage Company.

A MERCHANDISING COURSE

The University of Manitoba during the latter part of February conducted its second business congress, at which it gave a short course in merchandising. The speakers and teachers were: James W. Fisk, lecturer and writer on merchandising topics; author of "Retail Selling," Harper & Brothers, New York; director of the selling service of a number of the leading retail stores of the United States; a practical business expert. Andrew H. Melville, Ph.B., State Federal Food Administrator of Wisconsin, a retail merchant, a banker, an organizer, associate professor of business administration and district superintendent of the extension division of the University of Wisconsin.

Other speakers were: W. B. Moore, managing secretary of the Winnipeg Board of Trade; James A. Maclean, LL.D., President of the University of Manitoba; F. Pratt Kuhn, manager of the Winnipeg branch, A. McKim Ltd.; Miss M. H. Haliday, supervisor of Household Arts, Winnipeg School Board; C. H. Prest, merchant andauditor, now with Copeland-Chatterson Limited; Geo. N. Jackson, Chairman Advisory Committee on Commercial Education; Edwin Loftus, K.C., lecturer on commercial law in evening business course; F. C. Middleton, community secretary of the Social Service Council of Manitoba.

GALT FURNITURE FIRM'S PURCHASE

Allen & Ray, the North Water St. furniture dealers at Galt, Ont., have purchased the building they now occupy from Capt. Thomas R. Jarvis, of Toronto. This valuable piece of property has a frontage of 40 feet and a depth of 112 feet. It sold in the neighborhood of $20,000, which is at the rate approximately of $500 a foot. The present block does not go the full depth of the property and there is plenty of room for extensions, but Mr. Allen stated that the firm did not contemplate making any other changes at present.

PRIZES FOR SUGGESTIONS

The National Cash Register Co. during the last six months of 1918 held a "Suggestion Contest" for their employees whereby the employees sent in hints through which the company might save time or money in the making of their machines or facilitate the output. At the meeting of the award committee last month it was found that there were 496 winners, the prizes running from one to $100 cash. Here is a suggestion that furniture dealers might adopt. Is there not some little leaks that might be stopped or some methods that might be adopted to facilitate business about the store? Ask the employees.

NAVY LEAGUE OF CANADA

The Navy League of Canada is sending out a series of leaflets on the work of the League. The first of the series is on the "Policy of the League," by Aemilius Jarvis, president of the Ontario division. The others are "What Canada Owes to the British Navy," by Sir Chas. Hibbert Tupper; "Heroic War Work of Merchant Marine," by Sir Robt. A. Falconer; "British Navy and World Freedom," by Hon. Benj. Russell; "British Navy in History," by J. Castell Hopkins.

"ONE DOLLAR DOWN"

Visitor—"What lovely furniture!"

Johnny—"Yes, I think the man we bought it from is sorry now he sold it; anyway, he's always calling."—Tit-Bits.

DEFINITE IDEAS ON DISPLAY

(Continued from page 25)

still are preferred in many windows. But the wide variety of type possibilities is proving more and more popular. The card is an advertisement in miniature. The best cards ever designed were themselves advertisements for the line. Not many words, but an IDEA. Window cards are to advertisements as cartoons are to painting: much in little. There is no more real and fertile field for originality in modern advertising.

Canadian Furniture World

TORONTO · MARCH 1919 · CANADA

A THRIFT REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,

THE COMMERCIAL PRESS, LIMITED,

32 Colborne Street, Toronto.

Check Freight Bills Promptly

It is a good business practice to see that you are not over-charged. One place in which the retailer should make sure of this is in connection with freight bills. Not a few merchants save a good deal by the habit of checking all freight bills to see that weights, rates and extensions are correct.

It is a good policy to check freight bills promptly so that if there are any mistakes that a claim may be entered while the matter is fresh. It is an easy matter to check extensions and the matter of weights and rates should also be gone into. The matter of weights can be checked by comparison with bill of lading while it is well to occasionally run shipments over the scales to verify weights. The dealer should also be acquainted with the class to which the principal lines of goods he receives belongs to and the known freight rates on such goods from the point he generally receives such goods from. The mis-classing of goods is frequently responsible for overcharges and any leaks through this avenue should be carefully guarded against.

* * *

Figure Your Own Costs

Because some furniture dealer in your community says that his cost of doing business is a certain percentage is no reason why you should take that figure as the basis on which you work. The cost of doing business varies to a considerable extent even in the same community and you should figure out your own expenses.

* * *

The Pleasure of Your Work

"I don't want anyone around the place who does not take pleasure in his work," was the statement made to the writer recently by the manager of a large business establishment. "The man who does not enjoy his work does not put his whole heart into it in the manner that he should and if he does not put his heart into his work he does not attain the best results either for himself or us."

All of which is immensely true. The man who approaches his work as something disagreeable to be done in order that he may exist is not likely to advance very far in it. It will be better if he would give it up and take up some line of endeavor in which he will really take an interest.

I remember a conversation which I had some time ago with a man who takes real pleasure in his work. He said: "There mustn't be much joy in life for the man who doesn't enjoy his work—who doesn't get real pleasure out of the accomplishment of things connected with it—who doesn't love to plan for its expansion and get real satisfaction out of seeing it grow and prosper."

The same thing holds true of both proprietor and employee. Both must take pleasure in their work in order to attain real success in it.

* * *

Get the Profit Problem Right

It is safe to say that there are scores of retailers who are certain in their own minds that they are figuring their profits correctly—are so sure of the fact that no amount of advice or argument would induce them to sit down with another person and figure out whether their method is really correct or not—and yet they are wrong and losing money every day as a result.

A man who was formerly in the retail business and who got out of it because he couldn't make any money in it, admitted recently that he was one of such men. He isn't a brainless person by any means as he is making a success of his present endeavor, but he was just so sure that he was correct that he never even thought of sitting down to reason the matter out. He was wrong, however, and he paid the penalty.

I will explain the point upon which this dealer went wrong. Briefly, he was figuring his profits on cost price and his expenses on selling price, which is somewhat akin to trying to figure out the cost of a shipment of potatoes when you only know the price of beans.

To be more explicit, this dealer figured his cost of doing business at 19 per cent. He wanted to make 4 per cent. gross profit and he thought he would get it by adding 23 per cent. to the cost price. Let us see just how this would work out. Suppose that the cost price of goods sold during the year amounted to $20,000. If he figured his profits on cost price, 23 per cent. added would give him a profit of $4,600, and a selling price of $24,600. His expenses amounted to 19 per cent. but remember, 19 per cent. of sales, upon which cost of doing business is invariably figured. Now, 19 per cent. of the selling price of $24,600 would be $4,674, while his gross profit would only be $4,600, giving him a net loss of $74 for the year.

Yet, this dealer believed he was figuring his profits correctly. It will pay every merchant to sit down and make a little study of his method of figuring profits.

Some Principles of Salesmanship

By A. L. Habekotte

In these modern days, salesmanship has justly been classed as a profession, and has been developed along scientific lines, until it ranks equally as high as law, medicine and kindred sciences, and requires equally as much study, thought and training as is required in obtaining success in any of the above.

In later years there have been developed scientific sales schools and clubs. To-day most of the larger manufacturing and commercial concerns throughout the country have their own sales schools to increase the efficieney of their sales force. Some of the big railroad companies are now educating their employees from the ground up—fitting them for positions of responsibility and larger remuneration.

Selling goods is essentially a process of the mind between buyer and seller. Psychology, as one writer puts it, is "The Science of the Mind." Every sale combines the elements of mind over mind and unless there is a willingness of the buyer to purchase and the willingness of the seller to sell there can be no sale.

Let us consider first some of the qualifications necessary for the successful salesman to possess and, second, some of the various characteristics of the purchaser.

No salesman can ever expect consideration at the hands of his customer and command his respect unless he possesses self-respect.

Every self-respecting man has a certain amount of dignity. This does not mean he should be independent or egotistical. A self-respecting salesman has the courage and determination and faith in himself so that he can look every man in the face, and be a true man in every sense of the word. The salesman should always bear in mind that he is not asking any special favors from his customers when he tries to sell him his goods but, on the other hand, should try to convince his prospect that he is there to render him service by selling him the product that in turn will prove profitable to all concerned.

Banish every sense of Fear, for the salesman that is conscious of any thought of littleness will never succeed. If your goods are right no apology is necessary when you try to sell them.

Cheerfulness, Politeness and Enthusiasm go hand in hand. "As a man thinketh, so is he." This is as true from a salesmanship standpoint as it is from a moral or spiritual standpoint. The man who can smile and does smile, the man who is cheerful even in the face of disappointment, is always in greater demand than the grouch or pessimist who is always looking on the dark side of things. Kickers and knockers have no place in the business world. Many a sale would otherwise be lost if it were not for the fact that the buyer was impressed by the pleasant, good-natured attitude of the salesman. Some authorities claim that these qualities are of as much importance as a knowledge of the goods. Showing the interest in the welfare of your prospect, and working into his confidence and good-will, will always bring its reward.

If your prospect is inclined to argue and show his resentment, agree with him for the time being, and if you are tactful enough, you will soon have him agreeing with you. A little study of human nature will convince you of this fact. A man's character is often expressed by the clothes he wears, the manner of his walk, the expression in his eyes. A judge of human nature will read a man's character in his face.

It is essential that the salesman be neat in his dress. This does not mean to be a fashion plate or to wear gaudy clothes, which detracts attention from the real man.

It is said of the president and salesmanger of one of the greatest concerns on the continent, that in a meeting of his sales force, numbering into the hundreds, he addressed a dozen or more of his men, and warned them that unless they had their clothes pressed and wore a subdued color of a necktie, that their resignations would be accepted.

Soap and water are cheap, and there is no excuse for a salesman to neglect their use. Keep your collar and shirt clean. Keep the body well bathed; a clean shave each day; hair brushed neatly and trimmed; teeth and nails should always be kept clean. Pay strict attention to your health. The salesman who is careless in all these matters will be careless of his business.

The use of cigarettes and liquor should be shunned. The smell of tobacco or liquor on the breath has lost many an order from a good customer and in some cases the buyer has quit dealing with the house altogether.

Experience has proven that it is not necessary to indulge in these habits or to entertain your customer in this manner in order to get his business.

Hope, Determination, Stick-to-it-iveness are just as important for the salesman to cultivate as any other qualifications. The man with the desire to be successful will reach his goal sooner than the man who never hopes to attain the first place in his profession. It is true some men have their wish-bones where their backbones ought to be, but the man with the definite aim and purpose in life, the man who is not a drifter, the man who aims at the bull's-eye, is bound to win the prize of the high calling of successful salesmanship. Think success and you will be successful. The salesman who possesses the bulldog spirit, the salesman who says "I will" and "I can" is the man who will not yield to opposition, no matter from what source it comes—never let go and when you are sure you are right—go ahead.

This spirit will develop confidence in yourself and nothing can stop you. Persistence in the right direction if not overdone will in most cases land the order that you are so eager and anxious to secure.

WOMEN SHOPPERS AND LAW OF AVERAGE

Statistics go to show that the average woman makes an actual purchase in the third store which she visits. In the first she gains certain information; then, desiring to get the full value of her money, she goes elsewhere and finds that the prices are perhaps two or three per cent. lower. This establishes an element of doubt as to the honesty of purchase in the first instance, and she goes to a third store, where the higher of the two prices is quoted, and then, being too tired to return to the first store, she makes her purchase on the spot.

Of course, this works out all right in the end because in some later instances, the third store becomes the first and the first the third, and so by the law of averages, it adjusts itself automatically, but it certainly makes a lot of work for the woman herself and the—well, we presume the clerical force should not be taken into consideration—at least that is what some people think.—The Torch.

PROPER ACCOUNTING BUILDS *for* SUCCESS

Relation between records and results—Some suggestions of great help to the retail furniture dealer—Does your salary figure in overhead?—Proper bookkeeping system the main thing in your business—Influence the customer

By LYMAN WHITING

UPON investigation many stores are proven to be run at a loss, because the bookkeeping systems employed are inadequate and collection methods are faulty.

Harvard University's Bureau of Research gives some very interesting and profitable points, showing how merchants usually make mistakes. Many mistakes are made not because of unwillingness to learn, but rather to unreliable sources of information or lack of experience. No one wants to lose—it is simply because they are not equipped to win.

If you want to succeed as a retailer you must have a thorough and practical knowledge of operating costs. This is particularly true at a time like this when costs are continually changing, and the war has rendered successful retailing even more difficult than in the normal times of a few years ago.

The figures of those who have made exhaustive researches show that many a store is running at a loss, and yet strange to say, the proprietor does not know it. All that they do know is that they are able to get a living, but no one wants to simply mark time—we are all anxious to move forward.

Some retailers do not realize that if they would invest the money which they have tied up in stock, in some other way and would go to work as a clerk for someone else at $25.00 a week, they would be making money, and the reason for this is that no accurate records hold the facts up to them for inspection and correction.

How About Your Salary?

There is one expense that many retailers fail to include—their own salary. One's salary should represent the amount paid the manager or proprietor and should be equal to what the retailer would be willing to pay anyone else for doing the same kind of work, or the salary which he would expect to receive if he were employed elsewhere. If you figure that for a business the size of yours, a man should be getting at least $2,000 a year, then you should charge your business with this $2,000.

One retailer I have in mind made the statement that it did not cost him anything to do business. Owning his own building, he had no rent to pay, and as his wife was a great help in the store he claimed he had no selling expense, and his deliveries cost him nothing because he had a horse and wagon of his own, which his son used for the firm's benefit.

Now this is not an exceptional view, for there are many retailers who do not charge their business with either rent, wages, deliveries, or selling expenses, because their families are on the job.

With too many, bookkeeping comes last. Oftentimes one is tired after a busy day and tries to find out from an inaccurate spindle file and check book stubs, where he stands. Perhaps he knows little about bookkeeping; his accounts fail to balance, and he goes on with "Oh well, I'll fix that all up to-morrow," but to-morrow finds the hours just as crowded as yesterday. Bookkeeping is neglected again while he waits on trade, sweeps, keeps the store in order, etc.

There is another type, however, who are alive to the importance of proper bookkeeping, realizing the necessity of straightening out their business before they can hope to make the straight road to profits. Every retailer should know exactly where he stands; he should keep some sort of a systematic and accurate record of his receipts and expenditures, balancing his accounts at the end of each month. You may have to face an unpleasant truth, but keep track of all your expenses, stop the leaks, install efficient methods in every line, and your balance will be very encouraging on the right side. You will find what you started out to create—a profit.

Many most excellent systems are being used by individual stores—methods which show the store keeper facts about their business—what their delivery expenses are—what should be charged up to rent, service, insurance, interest on money invested, etc.

Influence the Customer

Do not be too strongly influenced by the customer who comes in to make occasional demand for an article that you have proven is a poor seller. Try and influence him in the direction of those which sell readily, for it never pays to put in a stock for one man, for in taking care of this particular man would mean the carrying of otherwise dead stock, which sooner or later must result in the old and poor practice of cut prices, if you want to get rid of it.

Keep your stock down and your turn-overs frequent. You want to sell everything out before your jobber's bills are due. In this way, too, your stock is always kept new and fresh, you need less stock room and your men behind the counter are far more familiar with each article that you carry because there are fewer items to memorize and upon which to develop selling talk, therefore, sales are made more readily and all this cannot be accomplished without proper records.

In order to discover what your stock turn-over has been, say in comparison to what it will become if this simple system of stock records is maintained, you can determine it by taking your inventory for the last year or two. For instance, should your inventory for the past six months show stock on hand $6,000, and for the previous six months the inventory showed $4,000 in stock on hand, your average inventory is therefore $5,000. Then following this, if the cost of the merchandise sold for the year, cost, not selling price, is $50,000, you turn over your stock ten times.

You will note that the cost of goods for figuring stock turnover is used because, of course, you figure inventory at cost, and should you have occasion to sell out what you have bought, you have turned over your stock regardless of the price at which it was sold.

Keep careful accounts, keep everlastingly at it, know your business from the inside out, and from the outside in, and you will be more than satisfied with results.

FINDING PERCENTAGE OF DELIVERY COST

A valuable table which shows the dealer at a glance just what percentage of his sales his delivery costs.—Getting back to the service feature—How an American firm figured out their profits on average gross business

NOW that the war is over, there will be a gradual return to the service feature which was so prominent in all lines of retail business previous to the outbreak of hostilities. Dealers need to proceed with extreme caution in expanding this feature, especially in connection with delivery service, as the cost can easily be run up to such a figure as to be a burden on the whole business and possibly turn it into an unprofitable feature.

Know Your Cost of Delivery

It is desirable that the dealer know exactly what it is costing him to deliver goods, not only in so far as the total cost is concerned, but as to the percentage that this portion of cost of doing business runs into. One of the most convenient tables that we have seen for ascertaining this, is contained in "Profit Pointers," published by the Star Egg Carrier & Tray Manufacturing Co., of Rochester. We reproduce it herewith.

The table shows at a glance what "per cent" a merchant's delivery service is costing him, based on the volume of business he does.

All these figures are intended to represent an average week's business—not monthly or yearly—not the busiest, not the dullest week.

The following items of cost must be included in the "delivery costs" for the week.

Wages of drivers and their assistants; hay and feed —horseshoeing; gasoline, auto license, tires; oil and grease; repairs and depreciation of delivery equipment; rent of stable, or garage, whether owned or leased; express, parcel postage; Merchants Union delivery charges.

Directions for Finding Cost

Directions: Find the amount in the left column of heavy black figures which represents the average weekly delivery cost—then run an imaginary straight line to the right until you are immediately under the heavy black figures which represent the average weekly business. The figures in the square at the intersection of these two imaginary lines tell you what per cent. of the business is being spent for delivery service.

Example: Say the business runs $600 an average week and the delivery cost for the same period is $20.00. Run your finger down the column under the heavy black figure "600.00" until you are directly opposite "20.00" in the heavy black figure column at the left of the page, the figures in the square at the intersection show that the delivery costs are 3 1/3 per cent. of the business done. In some cases the "per cents" are not to the exact, smallest fraction, but they are accurate enough in each instance for the purpose designed.

CENSOR YOUR LETTERS

Every letter that leaves your store should be a sensible letter. It should not be written simply because "a letter" must be written. It should develop its reasons logically and show why it is to the advantage of a customer to consider the proposition you present.

Of course good letters are hard to write. If they weren't, there would be fewer of the poor kind.

Make the censorship on all your letters severe. Don't lift it under any consideration. A well composed, neatly written letter is sometimes as successful as a personal solicitation.

The uncensored business letter does as much harm to a store as the uncensored private letter does to a nation. Appoint a censor in your organization to-day —and start him "on the job" immediately.

AVERAGE GROSS AMOUNT OF BUSINESS PER WEEK

THESE BLACK FIGURES SHOW AVERAGE WEEKLY DELIVERY COST

	$200	$300	$400	$500	$600	$700	$800	$1000	$1200	$1500	$1800	$2000	$3000	$4000	$5000
$ 5.00	2½%	1⅔%	1¼%	1%	5/6 of 1%	5/7 of 1%	5/8 of 1%	½ of 1%	5/12 of 1%	¼ of 1%	5/18 of 1%	¼ of 1%	1/6 of 1%	⅛ of 1%	1/10 of 1%
10.00	5%	3⅓%	2½%	2%	1⅔%	1⅐%	1¼%	1%	5/6 of 1%	⅔ of 1%	5/9 of 1%	½ of 1%	⅓ of 1%	¼ of 1%	1/5 of 1%
15.00	7½%	5%	3¾%	3%	2½%	2⅐%	1⅞%	1½%	1¼%	1%	⅝ of 1%	¾ of 1%	½ of 1%	⅜ of 1%	3/10 of 1%
20.00	10%	6⅔%	5%	4%	3⅓%	2⅐%	2½%	2%	1⅔%	1⅓%	1⅑%	1%	⅔ of 1%	½ of 1%	⅖ of 1%
25.00	12½%	8⅓%	6¼%	5%	4⅙%	3⅐%	3⅛%	2½%	2⅑%	1⅔%	1⅐%	1¼%	5/6 of 1%	⅝ of 1%	½ of 1%
30.00	15%	10%	7½%	6%	5%	4⅐%	3¾%	3%	2½%	2%	1⅔%	1½%	1%	¾ of 1%	⅗ of 1%
35.00	17½%	11⅔%	8¾%	7%	5⅚%	5%	4⅜%	3½%	2⅑₁₁%	2⅓%	1⅑%	1¾%	1⅙%	⅞ of 1%	7/10 of 1%
40.00	20%	13⅓%	10%	8%	6⅔%	5⅐%	5%	4%	3⅓%	2⅔%	2⅑%	2%	1⅓%	1%	⅘ of 1%
45.00	22½%	15%	11¼%	9%	7½%	6⅐%	5⅝%	4½%	3¾%	3%	2½%	2¼%	1½%	1⅛%	9/10 of 1%
50.00	25%	16⅔%	12½%	10%	8⅓%	7⅐%	6¼%	5%	4⅙%	3⅓%	2⅑%	2½%	1⅔%	1¼%	1%
55.00	27¼%	18⅓%	13¾%	11%	9⅙%	7⅐%	6⅞%	5½%	4⅓₁%	3⅔%	3⅛%	2¾%	1⅙%	1⅜%	1⅛%
60.00	30%	20%	15%	12%	10%	8⅐%	7½%	6%	5%	4%	3⅓%	3%	2%	1½%	1⅕%
65.00	32½%	21⅔%	16¼%	13%	10⅚%	9⅐%	8⅛%	6½%	5⅓%	4⅓%	8⅛%	3¼%	2⅙%	1⅝%	1⅒%
70.00	35%	23⅓%	17½%	14%	11⅔%	10%	8¾%	7%	5⅚%	4⅔%	3⅑%	3½%	2⅓%	1¾%	1⅖%
75.00	37½%	25%	18¾%	15%	12½%	10⅐%	9⅜%	7½%	6¼%	5%	4⅙%	3¾%	2½%	1⅞%	1½%
80.00	40%	26⅔%	20%	16%	13⅓%	11⅐%	10%	8%	6⅔%	5⅓%	4⅑%	4%	2⅔%	2%	1⅗%
85.00	42½%	28⅓%	21¼%	17%	14⅙%	12⅐%	10⅝%	8½%	7₁₁%	5⅔%	4⅑₈%	4¼%	2⅚%	2⅛%	1⅒%
90.00	45%	30%	22½%	18%	15%	12⅚%	11¼%	9%	7½%	6%	5%	4½%	3%	2¼%	1⅕%
95.00	47½%	31⅔%	23¾%	19%	15⅚%	13⅓%	11⅞%	9½%	7⅑₁%	6⅓%	5⅑₈%	4¾%	3⅙%	2⅜%	1⅗%
100.00	50%	33⅓%	25%	20%	16⅔%	14⅐%	12½%	10%	8⅓%	6⅔%	5⅑%	5%	3⅓%	2½%	2%
125.00	62½%	41⅔%	31¼%	25%	20⅚%	17⅑%	15⅝%	12½%	10⅓₁%	8⅓%	6⅑₈%	6¼%	4⅙%	3⅛%	2½%
150.00	75%	50%	37½%	30%	25%	21⅐%	18¾%	15%	12½%	10%	8⅓%	7½%	5%	3¾%	3%

SCHEMES FOR COLLECTNG THE MONEY

Suggestions for extending credit, obtaining ratings and for letters—Value of time limit—Management troubles—Difficulty with credits and collections—Losses and poor accounts—Record the credits—Value of letters

By FRANK FARRINGTON

IN hundreds of calls upon retail dealers throughout the country, my question, "What one thing about the management of your business causes you more trouble than anything else?" has been almost uniformly met with the reply, "Credits; collecting what folks owe us."

Practically all merchants who have trouble with the credit side of their business find its source in the difficulty they have in getting the money people owe them. It is necessary to see that the "poor pay" people do not get in too deep, that they pay up promptly, too. There is no profit in any sale until the money is in the cash register.

Losses and Poor Accounts

It is all right to seek relief from losses on poor accounts by doing a cash business, but there will always be people who cannot pay spot cash and are willing to pay something extra for the privilege of taking more or less time on the account. Without doubt people will buy more freely for credit and the ideal way to make the business big and successful is not the spot cash way. Rather it is through the use of a limited credit with prompt collections.

The smaller a bill, the easier it is paid. As somebody has put it, "A short horse is soon curried." When a bill gets to where it is out of proportion to the customer's pay check, then it begins to drag, and the dragging bill does not wear itself out in the dragging, though it may wear out the dealer's patience.

Value of Time Limit

By fixing an absolute time limit on all accounts, declining to allow anyone to continue to buy on credit when the bill has not been taken care of within that limit, say, 30 or 60 days, nobody can get in debt to you for more than the purchases of that period. This short-term credit plan is the best way of handling the credit business. It reveals people before their accounts get too large, and those to whom longer credit may desirably be extended can be taken care of by having them clean up the old account by giving a note or a due bill, with or without interest.

The big thing is to get everybody to come around at least once a month and agree about the account and its immediate or its future payment. When you get in touch with a credit customer once a month and discuss with him the account he is running, your chance of loss is reduced.

When a man starts an account it is up to the dealer to know his financial standing and something about his income, also his past reputation for paying promptly. This is where a credit bureau established by some such local organization as the chamber of commerce is good.

Record of Credits

Such a credit bureau keeps a record of those who ask for credit. The members can get this information at any time and each member may keep a card index with a card for each customer, going to headquarters for information with which to start a card about any new applicant, and passing on to headquarters any new information coming to hand or developing in experience with the family.

These credit bureaus may also act as collection agencies, and since they represent most of the stores in town, for a man to refuse to honor his account with one member may result in credit being refused him by all the members. In fact, the threat of turning the account over to the credit bureau will rarely fail to bring in the delinquent debtor to take up the question of payment in some manner.

One such organization sends out notices to all the people in town when starting its credit bureau, and these notices are letters stating that such a central source of information about credit ratings is being established and it is requested that the recipient make a statement to the bureau of his reasons for claiming he is entitled to credit. This gives the bureau a standing with the public at once and makes it apparent that it wants to play fair with everybody.

The First Letter

The first letter this association sends to the man whose account is placed with it for collection, is very friendly, and takes the position that there is some misunderstanding, and asks him to go and see his creditor and get the matter adjusted. Further notes are more pointed and the final notice states that in so many days the organization's attorney will take action.

But not every community has a credit bureau and some men prefer to work independently, anyway. For such, personal calls and personal letters are the best collecting mediums. It is the personal touch that saves the account. If you can go and see a man and each time get either a little payment or a promise of payment on a certain date, and if you go to see him on that date, this method will produce results.

C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.

Among The Manufacturers

TO HELP SETTLE EXPORT DISPUTES

The senior British Trade Commissioner in Canada and Newfoundland (G. T. Milne, 367 Beaver Hall Square, Montreal), has been notified by the Imperial Department of Overseas Trade in London, that he is empowered to appoint an expert to examine and report upon consignments of goods from the United Kingdom, in respect of which a dispute has arisen, and to certify the signature of such experts as authentic. The Commissioner will, however, only intervene when requested to do so by both parties to the dispute.

The kind of disputes in which the Commissioner may intervene are those regarding goods which are alleged to be not up to sample, or which have arrived in a damaged condition owing to faulty packing. The Commissioner is not authorized to deal with claims under insurance policies for goods damaged during the voyage. As the official trade representative in Canada and Newfoundland of the Indian Government, the Commissioner is also authorized to act in regard to disputes relative to shipments from India. The remuneration of experts appointed by the Commissioner is a matter for the parties to the dispute. No fee will be charged for his services.

The British Trade Commissioner at Toronto, F. W. Field, 257 Confederation Life Bldg., is empowered to act in disputes arising out of shipments to Toronto and to other centres in Ontario.

NEW MAKERS OF BABY FURNITURE LINES

The Gem Crib and Cradle Co. of Canada is a new concern now located at Kitchener, Ont., making a line of wheel bassinets, cradles and baby walkers, a line which should appeal to the Canadian furniture dealer. F. C. Brandt, well-known to the trade from his handling of similar lines is manager of this new company.

COST ACCOUNTING DEPARTMENT INITIATED

The Furniture Manufacturers' Association have installed a cost accounting department with J. E. Ferguson, of Woodstock, Ont., in charge. Mr. Ferguson has had many years of practical experience in this line of work, having been associated with several of the large furniture manufacturers. Latterly he has been in full charge of the cost accounting department of the Canada Furniture Manufacturers, Ltd., at Woodstock and other branches.

FURNITURE MANUFACTURERS USERS OF ROPE

In a recent issue of "The Columbian Crew," published by The Columbian Rope Co., is an illustrated article on the uses L. & J. G. Stickley, Inc., makers of fine mission furniture, at Fayetteville, N.Y., put rope to in covering and tieing up their product before shipping to market.

NOW MAKING SOLID OAK FURNITURE

The Victoriaville Furniture Co., Ltd., Victoriaville, Que., announce they are now making solid plain oak furniture in addition to their regular line of surface oak furniture. The company have installed new machinery in their factory to take care of this line and have secured the services of C. J. Kelly, of Grand Rapids, Mich., to take full charge of the manufacturing end of their business.

Victoriaville is said to be the only factory in Eastern Canada making solid plain oak furniture and so are in a splendid position to deliver goods at a low freight rate to trade in their territory. The company are to issue at an early date a supplementary catalogue covering their new line of furniture.

MARSHALL COMPANY EXPANDING

The Marshall Sanitary Mattress Co. have greatly enlarged their Toronto manufacturing plant. The company now occupies five floors of their building at 10 West Market St. They are also now making their own felt and have installed special machinery to make this adjunct to their business.

NEW WOODENWARE CATALOGUE

The Stratford Mfg. Co. Ltd., Stratford, Ont., have issued under date of February, a new supplement applying to their catalogue No. 5 and replacing the supplement of November 15 last. The supplement is a 16-page booklet, devoted to ironing boards, meat and bake boards, clothes bars, tub stands, step ladder stools, curtain stretchers, safety gates, camp cots, folding chairs, kindergarten sets and their other standard lines. In new goods are mentioned baby phonographs, suspended verandah swings, children's swings, play yards, baby walkers, and baby swings.

OLD FURNITURE DEALER RETIRES

In a recent issue of his local paper David Hogg has a card of thanks to the public on the occasion of his relinquishing his share of the business of Hogg & Thompson, of Perth, Ont., to his successor, Alex. Blair, of Westport. In thus making his farewell bow in a business capacity to his patrons, Mr. Hogg does so with a chain record of fifty-five years as a furniture dealer and undertaker, and drops out of business activities after having been for some time the very oldest head of any concern in the town or country in any line.

In 1836 his father, the late David Hogg, started the furniture business in Perth in the stand still occupied by his successor, and the son took over the business, and afterwards added a modern undertaking equipment, including two handsome and expensive hearses. In the earlier days most of the furniture sold and kept in stock was made on the spot, and long ago a large three-storey stone factory was erected in the rear of the showroom, but this was burned many years since, and for long after the ruined walls were left standing, to be removed laterly by some enterprising mason.

Mr. Hogg was married in 1868 to Miss Mary Cox, whose death took place within a short time, and to them were born four children—William, in the Merchants Bank, in the Maritime Provinces; Mrs. (Dr.) Fowler, Perth, Mrs. Frank Hicks, and Mrs. Bailey, both of Toronto. Mr. Hogg himself has attained the grandfather-age of 78 years, but he is yet young in spirit, and has abundance of vitality with the capacity of making the most of it. In 1900 he took in as a partner, Mr. Geo. Thompson, a practical man who learned the trade with him; and in going out he thus leaves to the public a gentleman very competent, with his new partner, to render effective service to this community in a very essential work which appeals to all of us in time, short or distant.

PICKING OUT A LOCATION FOR A STORE

A matter that calls for careful thought and study—Some points to be considered—Overcoming the handicap of a poor location—Don't make haphazard selection—Get near the crowds—Get on right side of the street

By A STAFF EDITOR.

THE selection of a location for a store is an important matter and calls for a good deal of thought and study. It generally means much to the dealer's future. It may make or mar his success. A bad location, if it does not altogether bring about failure of the venture, at least makes it more difficult for the merchant to progress than if he were more favorably situated.

Too many dealers pick out a location in a haphazard manner. A store in their neighborhood is vacant or their wife's aunt or some other relative has a store to rent. Many dealers in contemplating the opening of a store are influenced more by its convenience to their residence or the district they have been residing in than by the prospects of a worthwhile trade founded on thorough investigation and consideration.

It is often a difficult matter to judge the suitability of a location with accuracy. Opinions as to the value of a prospective site are liable to differ and sometimes promising sites do not come up to expectations. There are certain features however, that are pretty good guides in sizing up a location. For one thing it is desirable to get in the path of traffic, although the character of traffic has an important bearing on the matter. For instance, if you were near a factory there might be a lot of people pass your store, but when they do so they are generally in a rush and not as likely purchasers as if they were of a leisure class, bent on mere exercise or on shopping excursions.

In Shopping Centre With no Direct Competition

Some dealers in picking out a location are inclined to get away by themselves where there are no other stores. This is a mistake. It is well to get in a location where people really go shopping, although it is preferable that the other stores be in a different line of business. The ideal situation is to be the one dealer in your line in a collection of stores that can supply the complete needs of the people of the community. Accordingly, no matter what a customer may desire she will be brought to your neighborhood and if she requires anything in your line you are likely to get the trade.

In the city, a location near a corner where people take the street car is advantageous and the larger the section from which people come to take the car there the better. Many city people purchase their requirements on the way to and from the street car.

Some Good Locations

A moving picture house is a good neighbor for a business while the proximity of a public market is also a help. In the smaller town a store near the post office and bank are generally the most desirable, and if it is in the path of traffic to the railway station so much the better.

A store facing, flanked or backed by an extensive unbuilt section should be avoided, unless it has prospects of being built up in the near future. A dealer recently opened an expensively fitted shop in one of our cities facing a large walled-in estate that has no prospects of being subdivided into building lots. The writer believes that he made a big mistake as this unbuilt section reduces the number of prospective customers by a couple of hundred, at least.

These are all matters that should be given careful consideration in selecting a location. It is too important a matter to decide without proper thought and study.

When a dealer finds out that the location he has picked is not a good one, or not all to be desired, he should give earnest thought as to whether it is best to endeavor to overcome the handicap or to move to some other location where business will come easier. The store in even a poor location can sometimes be made so attractive to the public in various ways as to make it successful in spite of this handicap. One village dealer found his store was avoided by farmers because of his closeness to a railway yard—the puffing of the engines frightening the farmers' horses. This difficulty was greatly overcome by the erection of sheds behind his store where farmers could tie their horses while shopping at the store. The more extensive use of motor cars by the farmers also helped the situation in time, so that this dealer now has a most extensive farm trade.

On the Wrong Side of Street

A Welland, Ont., dealer who has found himself on the wrong side of the street has been endeavoring to overcome this drawback by extensive advertising coupled with attractive prices. In a recent ad. he said: "Last Saturday, to our certain knowledge by cash register count, one thousand eight hundred and seventy-six (1,876) people crossed East Main St. for no other reason than to trade at Wolfe's. Why do all these people want to trade at Wolfe's? There is no sentiment in the matter. They came across simply because this live, up-to-date store hands out the goods, and the service, that they like, at prices that admit of no profiteering. If you are not now a customer at Wolfe's, it is a sure thing that it will be to your advantage to become one."

EFFICIENCY is the doorway to net profits. The Robertson Socket Head Wood Screw assures efficiency. Used by nearly all leading furniture manufacturers, etc.

Write us for free demonstration

P. L. Robertson Manufacturing Co., Limited
MILTON - ONTARIO

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade
SPECIAL ORDER WORK

Life Long Furniture Co., Ingersoll, Ont.

CONCILIATING FURNITURE MANUFACTURERS AND EMPLOYEES

An industrial conciliation board, formed under the Industrial Disputes Investigation Act of 1907, has been sitting recently at Stratford, Hanover, Kitchener, and Montreal to inquire into the difficulties said to exist beween manufacturers and employees. The members of the Board are Judge D. McGibbon, Brampton, chairman; Joseph Orr, Stratford, representing the manufacturers; and J. F. Marsh, Niagara Falls, representing the employees. The Board has obtained a complete list of the employees throughout Canada, subdivided into departments, with the amount of the weekly or hourly wages paid.

The meetings at all the four centres were largely attended, and Judge McGibbon paid a high tribute to the spirit which has animated those who attended the meetings, both representatives of the manufacturers and the workmen and he complimented the furniture men on their delimination to do what is right and fair.

The Stratford sitting was held in the city hall, and at it were furniture men from Stratford, Woodstock, Milverton, Hanover, Chesley, Toronto, Hamilton, Kitchener, Waterloo, and other places. As a result of the conference a resolution was passed by the furniture men, both manufacturers and employees, which tended to a setlement of the issues before the board. The contents of the resolution will be taken into consideration by the board in making its award. It is thought that the Conciliation Board will issue its report some time this month.

The furniture workers of Stratford are asking for fifty cents an hour and a nine-hour day. J. F. Marsh, representing the workers, informed the manufacturers that it was in their interest that their workingmen should be contented, and this could be secured only by paying a living wage.

The Ontario delegates at the Montreal conference were: Messrs. D. Hibner, Kitchener; H. M. Snyder, Waterloo; J. R. Shaw, Woodstock; D. Wright, Stratford; D. Mason, Stratford, and R. A. McGillvary, Preston.

Shorter work hours are a prominent feature in the labor program throughout the world. A few days ago we were informed that the main proposals of the British draft, adopted by the International Legislative Commission sitting at Paris, included in the international charter of labor a clause that a Saturday half holiday be compulsory in all countries of the world.

CARE OF CATALOGUES

One of the best helps one can have in his business is a well-stocked library of good catalogues, and the study of these by him and his sales force is time profitably spent. The Northern Furniture tells dealers what ought not be done with catalogues in the following words.

"Some people cling to the idea that the trade catalogue is a form of advertisement. If they are not in the mood for buying when it arrives, it is often cast aside and perhaps destroyed.

"A catalogue is simply a classified and illustrated list of goods offered for sale, and takes the place of a personal inspection of those goods by persons at a distance. As such it ought to be preserved for use when needed.

"Dealers make a serious mistake when they allow catalogues to be clipped or torn. When you want a catalogue at all you want it badly. If a customer seeks something you don't happen to have in stock, the best thing to do is show him a picture and description of it and take his order. If you can't find the catalogue, or discover that the picture or page is torn out, you will lose the sale. But the manufacturer gets the order anyhow through some other dealer who has kept his catalogues in shape without mutilation of the leaves, so that the customer would know what he was ordering.

"There is enough descriptive matter and numbers on most catalogues to identify the goods at the factory."

Judge: "The police say that you and your wife had some words."

Prisoner: "I had some, but didn't get a chance to use them."—Puck.



Reception hall, floor of which might be vastly improved through use of more rugs (Photo courtesy DuPont Magazine)

SOME POINTERS *for the* FURNITURE DEALER

Need of being properly protected—Fulfil obligations to co-insurance contract—Value of stock sheets in proving claim

THE stock and fixtures in the furniture store today, are much higher in value than before war broke out. Increased values are responsible. Most dealers are alive to this fact. At least, they are aware of it. Few of them, however, have been so practical as to protect this increase by covering it with fire insurance. If a furniture dealer adds a storey to his store building, or makes other alterations of a nature which involve additional investment, he is pretty sure to place additional insurance upon the completed building. But, when the value of the original building or the stock it shelters appreciate in value, it is somehow different.

Many Dealers Not Sufficiently Insured

But, then, few dealers insure even ordinarily to the extent which their stocks warrant. The discrepancy is, in consequence, even more marked. It is not that the furniture stores are immune from damage by fire. Personal interviews by the editor with a number of furniture dealers relative to this subject of fire insurance, has revealed the astonishing fact that a large proportion of them have had experience more or less serious of loss by fire. The average investment is so large that it would seem the part of wisdom for dealers to give insurance more of their attention.

An agent frequently offers the suggestion that a man should take advantage of the cheap rates obtainable under a co-insurance contract. As this contract affords a considerable saving upon the annual premium many men are glad to take advantage of it. At the time the insurance is being placed the understanding as to the basis of the contract may be perfectly clear to the proprietor of the store or goods, and yet, he'll forget or neglect to fulfil his obligations. If he does this and if he is so unfortunate as to suffer damage by fire he may have a disappointing experience in store for him when he asks for a settlement from the insurance company.

Fulfil Co-insurance Contract

Briefly, co-insurance requires of the insured that he insure to the extent of 80 per cent. or more of the value of his property—goods, fixtures or real estate, whichever is involved—and keep the amount always 80 per cent or over. This means that if he adds to his stock or fixtures or buildings so as to increase their value, or if they increase in value through market conditions, he must from time to time add to the insurance which he carries. For example, if he adds improvements to his store to the extent of $2,000, he must add $1,600 to his insurance; and if his stock or fixtures have grown in value, either by additions thereto or as the result of an increase of prices, to the extent of $2,000, he must add $1,600 to his insurance.

When the insured suffers damage by fire and has kept up his proportion of insurance he is entitled to compensation up to the amount of his insurance. But if he has not maintained insurance to the extent of 80 per cent. of his values he can collect only pro-rata, in the proportion which the insurance he actually carries bears to the insurance he ought to have carried according to his agreement with the insurance company.

Inventory Sheets Valuable in Proving Claim

Stock taking is such a bore to many merchants that they put off taking an inventory of their goods. Sometimes a couple of years will pass without any checking up of the contents of a store. For the purpose of establishing values in case of fire it is quite necessary to have stock sheets to which to refer. It is well to look to this at least once a year. Better, it is well in times of fluctuations in prices such as we have been experiencing to take stock half yearly.

It frequently happens that during the term of a policy some action is taken by the insured which increases the fire hazard. Some alteration may be made to the building, a garage might be erected in connection with it, or some appliance introduced which affects the security of the building or the contents. The same thing might happen with respect to an adjoining building. For example, the store next door might be leased for a cleaning and pressing business. In either case the insurance company concerned should be promptly notified. Unless so notified the insurance company can plead non-liability in case of fire; at least it will probably contest any claim and seek a compromise.

The ordinary policy allows a total of fifteen days during the year for alterations. If improvements are contemplated it is well to bring the matter up for discussion at the time the insurance is being placed. Under such circumstances it is customary to have incorporated in the policy, permission for alterations totalling fifteen days at one time.

When additional insurance is carried in other than the one company, notification of this should be given to each, and the wording of the description of the property should be the same in each policy.

BILL PARSON BROUGHT IN THIS

If you think this is a mild winter, ask a big Toronto furniture drummer who recently went to bed early in order to get up to catch one of those morning trains out of Owen Sound. He had just got nicely to sleep when there was a knock at his door. "Four o'clock," said the voice without. He dozed off again. Came a second knock, "Four-fifteen, the bus leaves in five minutes." "Hold that bus," he yelled as he scrambled into his clothes. When he rushed downstairs the bus was evidently gone, so he continued his flight to the station. It was dark. He looked at his watch. It was eleven o'clock. Also it was below zero. Now he's swearing he'll get even with the fellows who put up the job.

MAKE SIDWAY CARRIAGES IN CANADA

The Sidway Mercantile Co. is called an "infant industry" in the sense that they make carriages for the Canadian baby. It was in 1905, the time when folding carriages first made their appearance, that the Sidway Mercantile Co. was founded in Elkhart, Ind., with 12,000 square feet of floor space and 25 employees. In this year of peace, 1919, their factories cover 250,000 feet and provide employment for between 500 and 600 people. During this period their sales have increased from fifty thousand to over two million dollars a year, of which, four hundred thousand is paid in wages. This factory's output does not consist entirely of folding carriages. The Sidway line also embraces reed and wood bodies.

Five years ago the Sidway Co. made their entry into Canada by acquiring the plant of the Goderich Wheel Rigs at Goderich, Ont. This plant was operated for a short time but the company found that until Canadian trade was further developed it would be more economical to ship the manufactured product into Canada and warehouse it. Distribution was made from Goderich until two years ago, when the Company removed their office to Toronto. During the last few years the Canadian business of the Company has developed very rapidly, and it has now been decided to manufacture a large portion of the product in Canada, and with this in view the Company has acquired the building on Dufferin St., Toronto, until recently occupied by the Dupont Fabrikoid Co. It is expected that this month the plant will be in full operation.

For the present the company will confine their manufacture in Canada to reed carriages, which is their largest item of sales. Other lines will be manufactured as soon as conditions warrant. This inauguration and expansion of the Canadian plant makes for better service and better deliveries. It also puts the company in intimate touch with Canadian markets and requirements, and freedom from expense and delay resulting from the Customs regulations.

The expansion of their Canadian plant will not involve any change in management or personnel. C. A. Coryell will still cover Ontario; J. J. Neander, G. Ulrich and A. St. Hilaire, Quebec; and A. E. Sanders the east and west provinces.

NEW TORONTO FURNITURE STORE

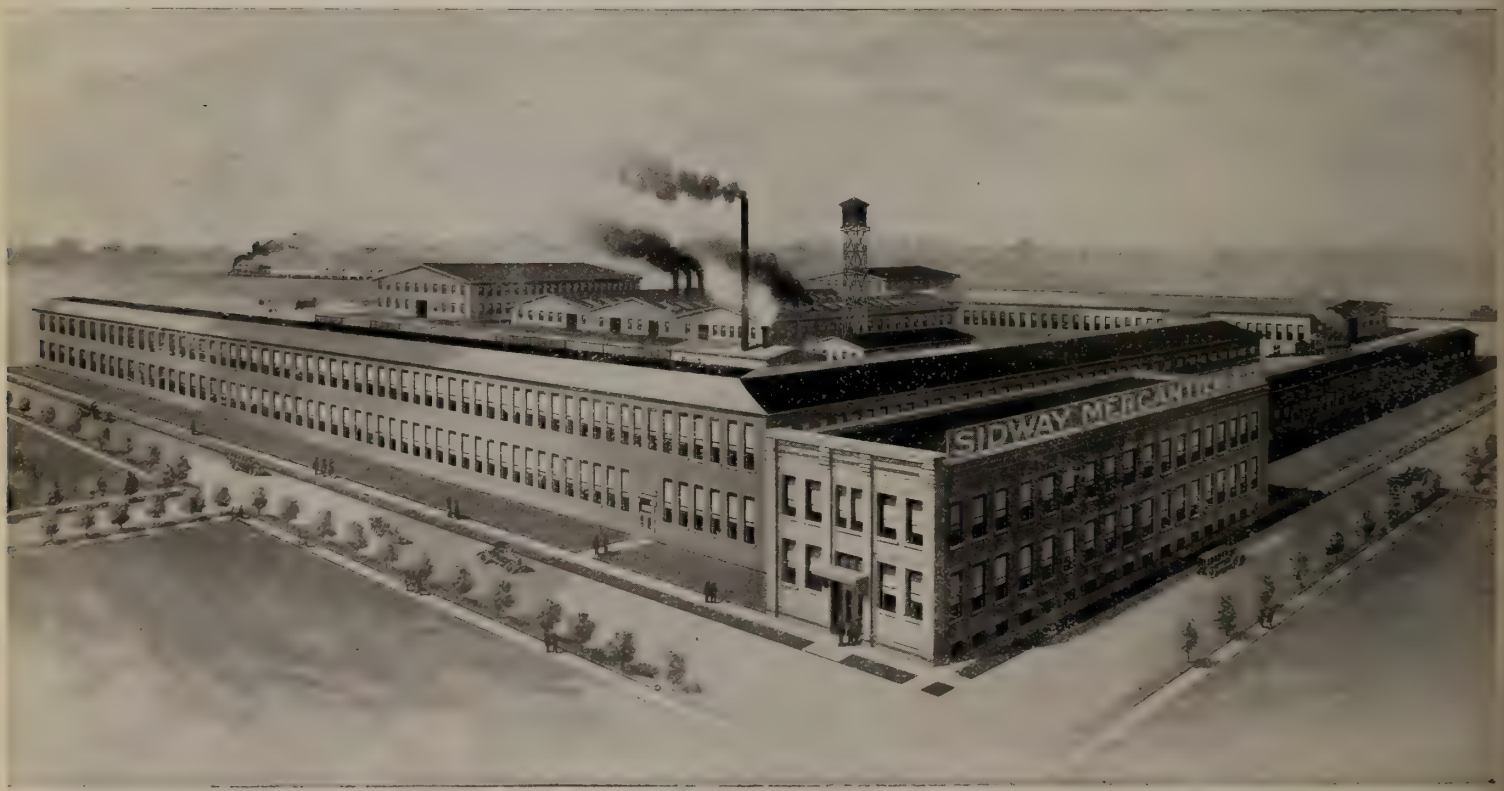
The Sterling Furniture Store is a new Toronto concern opening this month at 291-295 Yonge St., the old Bedell location. It is said L. Yolles, the Queen St. W. furniture dealer, is behind the proposition.

GUELPH STOVE CO. SOLD

Negotiations which have been in progress for some time for the purchase of the Guelph Stove Company, Ltd., at Guelph, Ont., by a Toronto concern, have been completed, and the plant has been turned over. The plant is a large one. It is understood that there will be a big extension to the plant in the near future. Owing to the fact that the purchase of the plant and property also included all the patent rights owned by the company, it will continue to be known as the Guelph Stove Company, Ltd.

WHAT ADVERTISING HAS TO DO

Advertising has a great many things to do. It has to create confidence; it has to show the goods to those who do not come to the store; it has to build up business and good-will. But its primary function and one which justifies its cost to the greatest degree is that of bringing people into contact with the business, it being assumed that anyone who comes into contact with that business once is going to be so pleased that instead of making a sale we are going to make a customer.—James W. Fisk, advertising manager for the John Wanamaker Stores.



United States plant of Sidway Mercantile Co. at Elkhart, Indiana.

SYSTEM IN THE STORE

Work in altogether too many stores is not guided by rules and regulations sufficiently definite to secure the best results. There is a great lack of system and efficiency because employees are not properly acquainted with just what is expected of them—or at least their duties are not clearly and strongly enough impressed on them.

Value of Written Rules

Many stores have adopted a code of rules for the guidance of employees which at once serve to instruct them as to their conduct and duties and also acquaint them with the general business policy of the firm. Verbal instructions in this regard may be all right in their way, but they are not kept continuously before employees in the same way as written rules. Also, when the latter are used, employees have not the excuse when the rules are broken or violated, that they didn't know they were supposed to do so-and-so, or that such-and-such a policy was followed by the store. They are supposed to read, remember and continually keep acquainted with them.

Convenient Chart of One Firm

This was the idea that one Canadian chain of stores had in mind in preparing a chart for each of their stores, indicating not only the duties of employers and the policy of the company, but showing those in charge of various branches of the firm's work to whom different matters should be referred. A blue-print chart with this matter arranged in a systematic manner was prepared for each store, and is kept in a convenient place where it may easily be referred to, and where it can frequently be read so as to serve as a constant guide as well as an inspiration to employees.

MUNITIONS BOARD SELLS FURNITURE

The Imperial Munitions Board (Aviation Department) held at Toronto during the first week of March an auction sale of the Royal Air Force equipment, approximating 145 carloads of goods, much of it furniture. Among this latter were one buffet, 68 book racks, 41 arm chairs, 1 leather couch, 2 bedroom chairs, 300 chiffoniers, 500 common chairs, 250 round back chairs, 300 barroom chairs, 4 wicker arm chairs, 90 canvas folding chairs, 100 small common chairs, 50 chests of drawers, golden oak finish; 10 settees, leather; 200 tables, 36 x 24; 7 card tables and chairs to match; 58 tables, 28 x 20; 200 writing tables; 14 tables, 30 x 30; 12 wall mirrors, 46 door mats, 150 rag mats, 20 round tables, 6 half-round tables, 6 umbrella stands, 50 wardrobes.

In tapestry-covered furniture were 85 easy chairs, 30 chesterfields, 9 carpet squares, 1 roll cocoa matting, 80 rolls linoleum, 100 rolls oilcloth. Besides there were a number of office desks, chairs and other business furniture items.

2,500 beds, black enamelled; 350 beds, white enamelled; 1,000 beds, wooden; 1,500 coal oil heaters, and 100 coal heaters were also offered.

Asked as to the effect such a sale might have on the local furniture trade, a prominent Toronto furniture retailer said that so far as the beds were concerned there would be practically no harm done. The beds offered for sale were made to special order for the Government, were only three feet wide, while the call on the furniture trade was almost entirely for four feet wide beds. In the dealer's own store calls for three-feet wide beds would not average more than one a week.

As to the other furniture lines—chiffoniers, chairs, etc.—the effect was problematical. He did not think any hurtful effect would result. Much of the stuff would be bid on by contractors, public institutions, boarding houses and second-hand dealers. Some of these are customers of retail furniture stores, it is true, but the retail furniture dealer is more a purveyor to the home owner and housekeeper, who want distinctive and individual furniture items.

SHOW WINDOW BACKGROUNDS

The American Architect has printed the following as to the amount of light given by different colored show window backgrounds:

Dark blue reflects 6½ per cent. of the light falling upon it.

Dark green, about 10 per cent.
Pale red, a little more than 6 per cent.
Dark yellow, 20 per cent.
Pale blue, 30 per cent.
Pale yellow, 40 per cent.
Pale green, 46½ per cent.
Pale orange, nearly 55 per cent.
And pale white, 70 per cent.

A window finished in light oak can be lighted with must less wastage than a window finished in dark mahogany; likewise, a window in which white goods are displayed can be lighted much more economically than a window for a display of dark clothing, furniture or hardware, such as stoves, tools and goods of a like nature.

A CANDLE-BURNING GUESSING CONTEST

To stimulate interest in his store, a dealer recently conducted a candle-burning contest, awarding a five-dollar gold piece to the person making the nearest guess as to how long the candle in his window would burn. Every guess was free—all that the customer had to do was to enter the store and register. The contest was well advertised in the local paper.

Another dealer who used this scheme gave guesses only to those people making purchases.

DO IT NOW.

If you have hard work to do,
Do it now.
To-day the skies are clear and blue,
To-morrow clouds may come in view.
Yesterday is not for you;
Do it now.

If you have a song to sing,
Sing it now.
Let the notes of gladness ring
Clear as song of bird in spring,
Let every day some music bring,
Sing it now.

If you have kind words to say,
Say them now.
To-morrow may not come your way,
Do a kindness while you may,
Loved ones will not always stay;
Say them now.

If you have a smile to show,
Show it now.
Make hearts happy, roses grow,
Let the friends around you know
The love you have before they go;
Show it now.

Talking Machines in the Furniture Store

DEVELOPING A RETAIL TALKING MACHINE BUSINESS ALONG PRACTICAL LINES

DEALERS who fail to realize the importance of combating competition with practical plans and clever ideas often wonder why others make a success that is worth while, and they only eke out a fair living. What they lack in their ideas of salesmanship are practical suggestions to the trade. They fail to arouse that keen interest that is the best possible argument for making sales to customers who come again.

A study of the successful dealers in talking machines and records proves that the men or concerns who have made a striking advance have done so from the very fact that they proved themselves to be men with ideas that were of value. Competition is a vital factor today in the talking machine industry. This single item has done more to develop the sale of these machines—the records follow as a natural consequence—than many of the after-effects and the plans that have been laid for the betterment of business. The dealer who does not fully value this part of his industry is overlooking a very significant element. It is doubtful, in fact, if he ever makes good.

In coping with this matter of competition what can the dealer do to offset it? What can he plan in the method of his sales or in the display of his stock or in the publicity ideas that he evolves, that will prove that he is a live man? Theories are of little value in a case of this kind. What is demanded now are facts. He must adhere to helps that will induce the public to seek him, and this can only be done in a profitable way by making his place of business a magnet. The people are not coming to him from sentiment altogether. But this, too, will prove a help when rightly distributed.

Practical helps are made up of displays, both in the windows and in the sales section. Care in arranging the stock. Rapidity with which the machines can be shown and a careful knowledge in the placing of the records. There must be a reason why the trade will seek you when other concerns are not overlooking the need for giving the trade all that that service implies. Poor displays are not going to help you. Lack of some practical sales system in giving your customers what they want quickly is not going to encourage them to buy now or to come back later. They are after that quality of service that is the ready-to-see brand.

Now what is your live competitor doing to increase his sales? What has been the reason for his success? Go to his store and ascertain. How? Will you ask him to explain this to you? No. If you did he would refuse you. You must find out for yourself. This is sometimes an easy matter and at others it is a difficult one. But you can ascertain some things by painstaking observation. However, as imitation is a very bad quality of flattery, you will doubtless refuse to play the second part in this sales game.

Then you will be compelled to modify his plans and to improve upon them if you can, and therein lies the secret that will be your most logical argument for better sales. The best way to prove that you are a capable man is to take a careful inspection of yourself. Begin with your individual self. Go over your own ideas of salesmanship, of display, of stock and of customer reception. Then make a note of the value of your employees. What percentage of them are making good? Have you watched their sales plans and have you noted the reason as to why sales were often lacking?

Perhaps they have been lacking on account of their inability to make good. They were ignorant of the first qualifications of salesmanship. They did not know how to receive a customer intelligently. This is not to be wondered at. There are a great many inferior salespeople. Cheap help, while not always a drawback, is likely to be an asset to your competitor. He might become aware of this, for people are going to comment at times, you know, of things that do not directly concern them.

It may be that your stock is lacking in the number and character of the machines offered or in the records shown. This is sure to create unfavorable comment, and when the public becomes aware that you are a failure in this way they are not going to give you very much consideration. In buying records, particularly, they want to have the pleasure of making a selection from a number of pieces. They want to be given a practical demonstration of your ability to show them that you have the stock to meet their whims.

You may think that this is a foolish idea. It is, if we look at in one way. But we must look at it in a broad way and cater to the public's whims. The same rule applies to the editor of a magazine. He must give his readers something that will please them regardless of what his personal opinion might be. The practical dealer is a man who caters to the public taste. He forgets his own ideas and tastes. He is seeking to sell the public, and he stands ready to combat competition with this striking argument.

The live dealer values this to the limit. He does not permit his tastes to interfere with the public's and he pleases them by this large idea. It is a practical one. He serves them with that care that is an insurance that they can get what is wanted. They may be selfish, and they may be exacting and they may prove to be annoying at times. The dealer who is keen to these notions overlooks them. The important part that he sees is in making the customer a satisfied one. He will pass up his own ideas when he finds that they are incompatible with the customer's.

What is competition doing for you that you cannot make capital of? What is that live dealer over the way doing now that makes his trade so good? Well, he does advertise. Yes, and he backs up his publicity statements with facts. Otherwise his advertising is a



THE Phonola is not "assembled." It is "built." Every detail in its construction is aimed at the one result —to make a strictly high-grade musical instrument. That is what gives the Phonola Line individuality.

The Phonola and Phonola Records

The Combination for 1919

Thinking dealers have good reason to part company with those who bewail looked-for depression. Canada's foundations—agriculturally, financially, and socially—were never so strong as they are now.

We've learned to finance our own undertakings. The nations of the world are our customers. There's room for millions more people in our land—and development work for them to do.

Musically, every home now is beginning to see the necessity of music. The returned soldiers, in settling down, will create thousands of new homes, and they all know that life without the phonograph is impossible.

PHONOLAS and PHONOLA RECORDS will be sold on a bigger scale than ever. Are you a Phonola dealer? The line includes a design for every taste, and a price for every purse.

And remember PHONOLA RECORDS. Write for the monthly lists of new records.

The Phonola Co. of Canada, Limited

KITCHENER :: CANADA

deception and the public is not going to be deceived for very long. But he makes good because he proves that he is a practical dealer. That is the sum total of what this means.

His window displays are attractive. They prove that he is fully alive to the needs of the public. They are in touch with anything that is the order of the day. It might be a national celebration or it might be a local affair. It might be an opera celebrity or a musical artist who is to give a recital in his city. He makes this one feature a practical help to the customers. If there is a popular song or a hit in the musical world he places these records in the forefront. It proves to the public that he is a man who is in touch with the world, and that it is to their interest to deal with a man of this type.

How are you a practical dealer? Are your ideas based on a foundation that does inspire the public with the belief that you are a capable dealer? If your competition is keen well and good, you have a stronger reason then to work all the harder that your store will become the trade mecca of your locality.

Handling An Undecided Customer

Some excellent and timely advice to the salesman on the handling of the undecided customer is offered in a recent issue of "The Voice of the Victor." Just now salesmanship is of such great value that the advice is well worth studying with profit.

In the good old days, when you and a lot of other fellows went swimming, you will remember the fellow who stood shivering on the bank until some one shoved him in. He wanted that swim as badly as the rest of you, but couldn't decide to take the first plunge. And that's the way he goes through life; never acting on his own initiative—even when buying a Victrola—but always waiting for some one else to make the decision for him.

Physiognomists—those scientists who classify different types by their features—tell us that this sort of person bears the earmarks of the indecisive type. Close scrutiny, they claim, will generally show him to have flat brows and a long, narrow and weak chin. His head is apt to be very narrow above and behind the ears and rather square in back, and their observations show that such people are generally dark complexioned and have small snub noses.

Maybe, maybe not, but if an approaching customer bears some of these marks and, when confronted by you, looks up in a timid apprenhensive sort of way and says: "I'm just looking"—it's safe to assume that he lacks initiative. Arrived at this conclusion it's up to you to make him decide then and there. For, left to decide for themselves, such people will generally leave you at the end of an hour with a smile and an "I'll come again."

Big things always stagger this type of individual, so avoid the momentous question of buying the article, and don't mention the price of it. If you are trying to sell him a Victrola, sidetrack the main issue and interest him in records. Find out, if possible, his business—where he lives, what his favorite pastime is and whether or not he has children. Then select the type Victrola you think he can afford and sell the instrument to him piece by piece. Show him such things as the automatic stop, the flexible tone arm, the record filing system, and even tell him the best needle to use with each record you play for him. Be sure to lay aside all the records he professes a liking for.

Paint a picture of the Victrola in the home, dwelling on the enjoyment it will bring to his family and his friends. For the indecisive man is an idealist. Therefore, he is more liable to decide to buy a Victrola if he believes that he is doing some one else a service than he is if you merely tell him of the pleasure he will derive from his purchase. In a casual sort of way ascertain on what terms he would like to buy and how soon he would like the Victrola delivered if he should buy it. Then give him the final shove.

Hand him your pen and show him where to sign the contract—which you have already filled out as far as possible.

Tactfully, but forcefully, make him realize that he is not buying a Victrola for his own entertainment as much as he is for the entertainment and education of his family and their friends. Show him that he is taking advantage of your position if he doesn't buy after allowing you to spend so much of your time demonstrating the Victrola and playing records for him. Make it plain to him that it was only natural for you to conclude that he intended to buy and that therefore you have drawn up a contract which is ready for his signature.

If he is the indecisive person you thought him he will sign, for he wants to badly enough, only, like the rest of his kind, can't decide to do so. And your conscience needn't trouble you, for you will really have done the poor fellow an inestimable favor. He wanted that Victrola just as badly as the reluctant swimmer wanted the swim, but needed a good strong shove.

PHONOGRAPH AS EDUCATOR

The greatest factors that exist at the present time in the spreading of music and the inducement of a love for it, are the music reproducing machines of all kinds. What these have done to promote general musical knowledge cannot be over-estimated. Why, you meet people who, a few years ago, would not have known the name of one great musical composition, who now are familiar not only with the composers, but with their foremost interpreters and the ways in which these interpretations have been conceived. These people know every note of works they hadn't even heard a few years ago. It is not enough for a composition to be great to help the world, apparently; it must be known to be great. With a man it is a different matter. Do your work well, and you will be judged by it. There are always those who can judge if one's work is good; let them judge.

NEW PRICES ON PHONOLAS

The Phonola Co. of Canada, Ltd., manufacturers of "Phonola" talking machines and records, have issued a new price list on their "Phonolas" showing a little advance on their former prices. The new prices, which include the war tax are as follows:

Phonola "G," $25; Phonola "C," $39; Phonola "B," mahogany, $61; oak, $61; Phonola "A," $80; "Duchess," $95; "Duke," $118; "Grand Duke," $148; "Princess," $180; "Prince," $225; Organola, $340.

ACCOUNTING WITH MODERN MACHINERY

By its use the evils attending the credit system can be eliminated—Minimum of labor—Prevent account running

By W. L. EDMONDS

LACK of efficient machinery and absence of adequate system are the evils which bring the credit system in the retail trade into bad repute.

When a manufacturer discovers inefficiency in his machinery or defects in his business methods he endeavors to secure more efficient machinery or to correct his business methods as the case may be. He doesn't come to the conclusion that because of the defects he has discovered machinery should be discarded and that system should be thrown to the winds. Knowing that this would be the height of folly he concentrates his mind upon the consideration of ways and means that will correct the evils he has discovered.

> With modern accounting systems it is an easy matter for the retailer to conduct a safe and successful credit business.

Being a distributer and not a producer, the retailer does not use machinery in the same sense as a manufacturer does. But he uses machinery just the same. If he doesn't his store is not efficiently equipped. And where there is inefficiency of equipment there must necessarily be inefficiency of service.

As ninety-five per cent. of the retail business of the country is conducted under the credit system it naturally follows that the machinery and the methods employed in carrying it on should be of the most efficient character possible. If in both respects efficiency is not employed trouble is bound to follow.

Ample Supply of Efficient Machinery

As far as machinery for looking after the credit system is concerned, there is an ample supply. All the retailer has to do is to pay his money and take his choice. If his business is of such a character that he deems it necessary to install the complex double entry system, all he has to do is purchase the necessary books and employ a bookkeeper competent to look after them. If all that he wants is efficiency without complexity that is also at his command. As it is the latter system which the average retailer wants, and should want, it is that in which he is most interested.

As a matter of fact some of the machinery which is available for the keeping a record of credit sales is so characterized by both efficiency and simplicity that it is fully competent to supply the requirements of any retail business, whether it be large or small and at a cost, both in the original outlay and in maintenance, which is little short of remarkable for the service rendered.

What Modern Machinery Accomplishes

The first requisite in any system of bookkeeping is of course the preservation of a record of the sales which have been made on the credit basis. This system must be thorough and in accordance with the requirements of the business. Because of the complex character of the old systems in the years gone by many a retail store, particularly the smaller kind, was without effective bookkeeping methods.

Even to-day, in spite of the extraordinary developments which have taken place in regard to bookkeeping methods, we occasionally hear of instances, even in large stores, where the system employed is totally inadequate for the requirements of the business. As bookkeeping is now made compulsory by law we occasionally hear of cases before the courts where no books of any kind are kept.

But while the first essential of bookkeeping is the preservation of records, the most up-to-date systems specially designed for the retail trade provide for even more than this. One thing which at least some of them do in addition to preserving records is to provide the facilities for invoicing. And what is more, automatically providing the invoices.

The latter provision is of almost untold value, particularly where the retailer's facilities for looking after his accounts are limited. And the saving of labor entailed is not the only consideration. For being automatic these modern systems of accounting enable the retailer to ascertain when each and every credit sale is made the exact amount that the customer owes him. The advantage of this is obvious, for he does not have to turn up his books, possibly at a time when he can ill-afford to spare the time to do so, in order to ascertain how the account stands, as the record is provided with each sale. Furthermore it enables him to judge when to apply the brakes to a customer whose account is running to dangerous proportions. And last, but not least, it facilitates the collection of accounts.

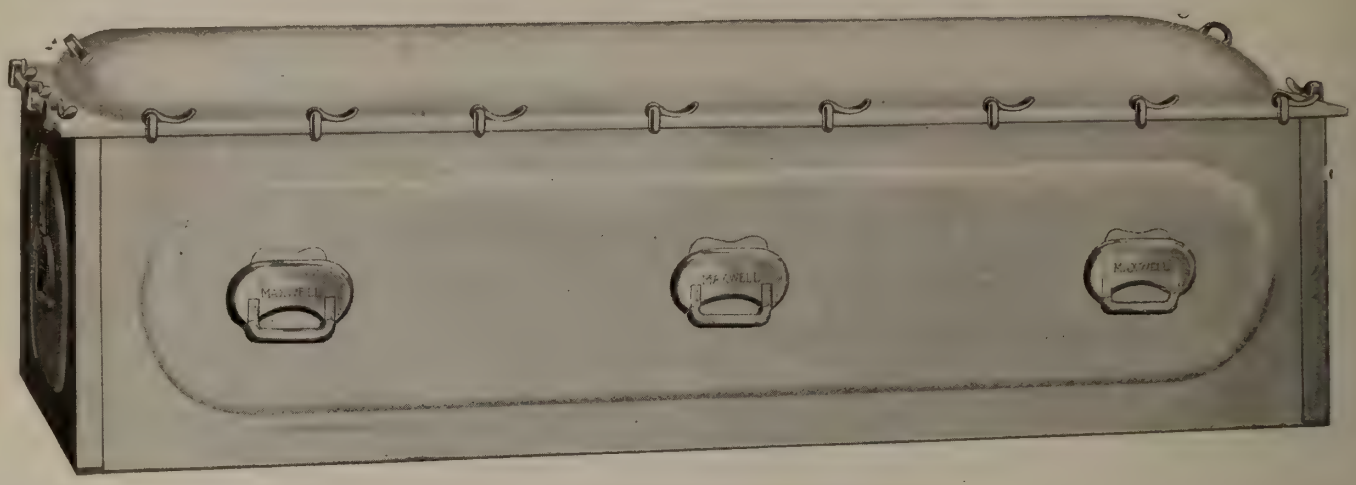
In a word the great advantage of these modern systems of bookkeeping for the retail store is of a two-fold nature. In the first place it provides at a minimum of labor the most effective of accounting machinery. In the second place it prevents an account running, without the retailer being aware of the fact, to an undue length. And in the third place it facilitates the collection of accounts.

MAKE SELLERS CABINETS IN CANADA

Alex. H. Davidson and Jacob Bechtel, of Southampton, Ont., are promoting a by-law to take over the chair factory plant of the Bell Furniture Co. at Southampton, and will manufacture under the name of the Sellers Kitchen Cabinet Co. of Canada, making the line of kitchen cabinets of the U. S. firm of the same name. The Bell Furniture Co. are heavily interested in the undertaking and will control the selling end of the business.

Mr. Lindsay, of the Burroughes Furniture Co., Toronto, met with a nasty accident which laid him up for a few days recently. While running for a street car his foot snapped and he was compelled to go to the Western Hospital. No bones were broken. Mr. Lindsay is an old-time runner, but he has learned that it is not wise to try to do too many stunts outside the race track.

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

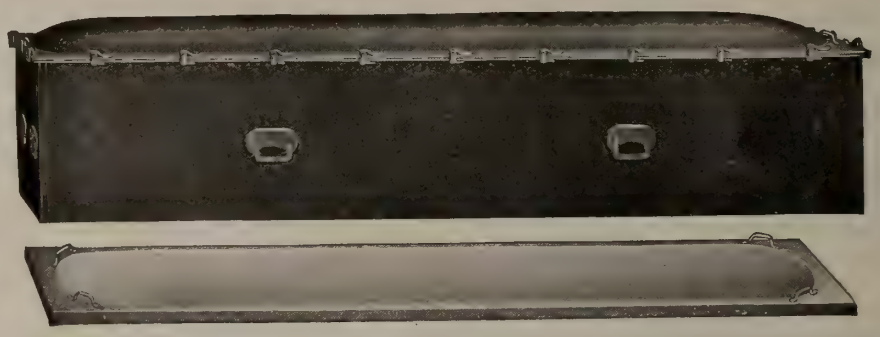
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $38.00; Without Tray $36.00; Tray Alone $8.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

FUNERAL OF SIR WILFRID LAURIER

How funeral arrangements were handled—The lying-in-state and the procession—Services at the church and cemetery — A Toronto funeral director lends his help — The casket and vault — Floral tributes — Late Notes

By STAFF CORRESPONDENT

SIR WILFRID LAURIER is dead, was the message flashed all over the world on Feb. 17, and in his passing Canada lost one of her greatest men. Not only the capital city, but the whole nation mourned.

The news of his taking off is now, of course, not entirely news. The daily papers of the whole Dominion have had pictures and descriptions of life, his death and his funeral and on this score there is very little to add.

It is the funeral side, however, that interests the funeral directors. Gauthier & Co., had charge of the funeral, the brothers Edmond and Henri giving their personal attention. The Gauthier firm were the family undertakers, and through marriage are said to be related to the Laurier family.

The body was laid out in a bronze metallic casket supplied by the Montreal warehouse of Dominion Manufacturers, Ltd. The embalming was done by the Gauthier firm, the remains, after the week's lying-in-state, being well preserved. The lighting of the chamber at Parliament House, where the body was laid out, was for the first few days very bad, but the last day or two, after alterations, showed improvement.

The Lying-in-State

The death occurred on Monday and the funeral on Saturday. In the interval the body was laid out at Sir Wilfrid's home and for the last three days in the temporary House of Commons Chamber in Victoria



Body of Sir Wilfrid Laurier Lying-in-State in Assembly Chamber of temporary House of Commons. His chair and desk are seen to right of casket. The floral tributes were numerous and beautiful, coming from all parts of Canada, the United States and England. Some 50,000 people are said to have viewed the remains here. Sir Wilfrid was dressed in Court costume as befitted his rank of a Knight Commander of St. Michael and St. George.

Museum. R. U. Stone, of Toronto, had gone down to Ottawa on Thursday and offered his services to the Gauthier firm, and for them he changed and re-arranged the lighting in the Assembly Chamber and marshalled the thousands of people who came to view the body. So great was the crowd that a continual procession of people passed the bier at the rate of about 40 a minute without a hitch. Something like 50,000 people viewed the remains.

The funeral cortege on Saturday morning was perhaps the most impressive seen in Canada in many a day. Following the hearse, drawn by four horses, were representatives of royalty, judges, veterans, Cabinet ministers, senators, members of Parliament, labor men, farmers, and thousands of the common people.

R. U. Stone was placed in charge of the honorary pallbearers, who walked beside the hearse the whole distance to the church and cemetery. These pallbearers were Sir Thomas White, Sir James Lougheed, Sir Wm. Mulock, Sir Allen Aylesworth, Sir Lomer Gouin, Hon. Sydney Fisher, Hon. Rodolphe Lemieux, Hon. Chas. Murphy, Hon. Jacques Bureau, Hon. Frank Oliver, Senator Belcourt, Senator Dandurand, Senator Edward, Senator David, J. A. Robb, M.P., and Mayor Lavigeur, of Quebec.

A Nation Mourns

There was a solemnity throughout the whole city, there were the tolling of church bells, and the streets were lined with thousands of people. A platoon of Dominion Police headed the procession, then followed seven large sleighs loaded with flowers, laurels and evergreens. The hearse came next, then mourners, cabinet ministers, heads of churches, speaker and members of Senate, His Excellency the Governor-General and Maj. Gen. Gwatkin, representing the Duke of Connaught; speaker and members of the Commons, representatives of municipalities, returned soldiers and personal friends.

Three Lieut-Governors were present—Sir Chas. Fitzpatrick, Quebec; Sir Richard Lake, Saskatchewan; Hon. Wm. Pugsley, New Brunswick; and special trains from Toronto, Montreal, Brockville and Quebec. During the funeral all business was supended in Ottawa, and many business houses in Montreal, Toronto and other centres suspended work for a few minutes. The C. P. R. stopped all trains on their system for a minute.

The funeral proceeded to the Basilica, where High Mass and the funeral services were chanted. The Apostolic Delegate to Canada, Mgr. Pietro di Maria, was celebrant, and he was assisted by Canons Campeau and Plantin, Revs. F. Maynard and Martin, Mgr. J. O. Routhier represented the Archbishop of Ottawa.

In the church the casket was laid on an elevated bier in the centre of the church, surmounted by a canopy and surrounded by hundreds of candles. The church was draped in black edged with gold. Four young men attendants in full dress, stood at each corner of the bier; and a choir of 75 voices chanted the service.

The Last Tributes

The funeral orations were delivered by Archbishops Mathieu, of Regina (in French), and Father Burke, C. S. P., Toronto (in English), both of whom delivered impressive sermons.

The procession to Notre Dame Cemetery, in the outskirts of Ottawa, was resumed, Lady Laurier going the entire way. The casket was enclosed in a Maxwell steel vault. Father Lajeune, Sir Wilfrid's pastor, officiated at the grave.

Not many outside funeral directors were noticed at the funeral. T. E. Simpson, M.P., of the Soo, was there, as also was J. J. Marsh, of Smith's Falls.

The driver of the funeral car was an old man 70 years of age, the same man who in 1896, when Sir Wilfrid Laurier came into power at Ottawa, drove the carriage in which Sir Wilfrid was driven in a somewhat triumphal procession.

The flowers were both numerous and beautiful, whole carloads of floral tributes being brought up from New York and Boston. Souvenir hunters, however, got in their work, and many of the flowers were carried off from the cemetery following the funeral.

The Department of Trade and Commerce, with commendable enterprise had moving pictures taken of the funeral, and within 48 hours these pictures were viewed by thousands in Ottawa, Montreal, and Toronto.

THE BRIDGE BUILDER

An old man going a lonely way,
Came in the evening, dark and gray,
To a chasm vast and deep and wide.

The old man crossed in the twilight dim,
The sullen stream had no fear for him.
But he turned when safe on the other side
And built a bridge to span the tide.

Said a fellow pilgrim standing near,
"You are wasting your time in building here.
Your life will end with the close of the day,
You never again will pass this way.

You've crossed the chasm deep and wide,
Why build you this bridge to stem the tide?"

The builder lifted his old gray head,
And turning to his friend he said,
"There follow after me to-day,
Three youths whose footsteps pass this way.

This chasm which was as naught to me,
To those good youths may a pitfall be.
They may not be able the tide to stem,
Good friend, I have builded this bridge for them."

Paramount Phonograph & Record Co. of Canada, Ltd., has been incorporated. Capital, $300,000; head office, Montreal.

CANICULA EMBALMING FLUID

That velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY
366 Bathurst Street TORONTO, CANADA

FUNERAL RITES AND CEREMONIES

Continuing the subject of funeral arrangements—Details of procedure at the home—Give the best that is in you—Consult the family's wishes—After the foundation work busy yourself on the outfit—Selling them the casket

By H. C. WILMOT.

THE soul has departed, and we as undertakers are called in to take charge of the remains of the departed, and to take charge of the last tribute of respect the living can show the dead; namely, the funeral service. In doing this, we know, if we believe, that we are simply holding services over the framework in which lived the departed, and it is up to you, whatever the religious belief of the family may be, to render this service as near what they wish as it is possible for you to do. You should talk everything over with at least one member of the family, and it is well if the family allows just one to confer with the undertaker. One member of the family, or a close friend of the family, is sufficient, and it is better than having too many to take orders from.

After the embalming work is done the body should be placed in a side room or in the front parlor. The idea is to lay the body in a room that will not be used much by the living, and yet handy and accessible for friends who will call to extend their sympathy. I generally look the house over and select my place and then ask permission of the family to use same, which is never refused. Right here starts proper funeral conducting and arrangements. The foundation work is done. The body has been prepared. How about your outfit? What have you got or what are you using to lay the body out on? This is the start. Are you going to fall down before you really get started? Permit me to refer to the beautiful couches I use for this work. I have used couches for fifteen years, and to-day they are not making them fine enough or dainty enough to suit me. I never can see a beautiful throw, pillow or face veil that I don't want to buy it. If I told you the amount of money I have invested in just this sort of paraphernalia you would perhaps wonder at my statement. I aim to get started right, and herein lies the point. If the couches and covers you use are of the very best it is a good start towards selling them something for the funeral very much in keeping. Good taste should be shown in the selection of the proper coverings in keeping with other details of the room in which the body is laid out. I always carry a separate grip that contains nothing but such outfits. I look the room over; I note the color of the window shades, the color and style of the lace curtains or draperies, and the well paper—in fact, in one glance over the room my mind is made up as to what will go well and not clash with the colors the room might contain. Have everything in keeping, so that a person on entering will note the refinement and taste of the whole sitting. This is the first impression. It is the first impression the family gets of your ability. The day of any old style board and sheets has passed, and if you possess such an outfit it would make you money to take the whole bunch out behind your place of business and touch a kindly match to them and bid them good-bye. Such outfits will lose you more money than any other antiquated outfit you might have around your place. As long as you have them you will use them. Take my suggestion and touch the match.

After having the body properly laid out, you should invite some member of the family or the one party that is looking after the family's interest to come into the room and see if everything is satisfactory. You can then tell immediately from his expression whether he is pleased or not. It is now the proper time to obtain the obituary notice. The obituary notice is necessary for the proper making out of the burial permit and also for the use of the newspapers. By allowing the newspapers a copy from your record it keeps them from calling the family over the phone, which is very annoying. I have a printed blank form which asks all questions, and at most places I hand it to some member of the family before starting my first work, and by the time I have completed the laying out they have the blank filled out. Permit me at this time to say that I have printed forms for all details pertaining to the business. First we have the telephone pad, as most calls come over the phone. This pad we have named the "call order," and on it is a place for name, address, time to call, name and address of party calling and a place for remarks. A duplicate is made, and the duplicate is given to the embalmer when he departs and the original is kept on file in the office. I know of one large firm that uses only one blank form for the entire record of the entire service. On this blank is a place for the call order, obituary notice, record of purchase, and a credit side for payments. This form is then attached to a medium weight cardboard and twice folded, forming a neat fold for a filing cabinet. The name and number are put on the upper edge and it is then filed under the proper index. When the account is paid it is filed in a transfer case. Much could be said of this arrangement, as it keeps all records together and does away with large ledgers, etc., simplifies matters, and if you are compelled to do your own record keeping or book work it makes the work comparatively easy. I expect some day to put the system in, as I am a strong advocate of simplified record keeping and book work in the office.



Fine new auto hearse which A. L. Oatman, funeral director at Tillsonburg, Ont., recently added to his equipment.

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels, Ph. G.

ARTICLE VI

THE AXILLARY METHOD

THE first question to be decided is: Into what artery shall the fluid be injected? We have our choice of several, and on some bodies it is necessary for us to take up more than one. On ninety-five cases out of a hundred, however, one artery will suffice, if the injection be carried on carefully and continued until signs of embalming are everywhere apparent.

What artery then shall we select?

In the earlier days of embalming, when preservation only was aimed at, the femorals and the iliacs were frequently used.

It soon became evident, however, that by the use of these arteries preservation was no more thorough than with some others, and also that cosmetic effect was pretty nearly an absolute impossibility.

There was a further objection that on the bodies of women and children an unnecessary and offensive exposure was inevitable.

The choice of arteries then shifted and the radial was, for a short time, quite commonly used.

Common sense soon demonstrated, however, that to inject fluid into the radial artery, one of the smallest of the maintrunk arteries in the body, was to inject your embalming medium through the small end of the funnel.

It was only natural, therefore, that the embalmer soon began to follow the course of this trunk artery upward and raise it higher in the arm and nearer the heart. The brachial artery held its sway longer perhaps than did any other until the axillary was used.

After the carotids had been tested and the objections to their universal use carefully considered, the axillary was selected by a very great proportion of the really progressive directors of the country.

The reasons for this were many, but among them may be cited the following facts:

1. That the incision need be only a small one, since both vein and artery lie very near the surface in the axillary space (the arm-pit).

2. That at no point of the body does a large trunk artery come so near the surface as here.

3. That the incision is more easily concealed from the inspection of the curious than at any other point in the body.

4. That by the use of the flexible artery tube, it is easy for the embalmer to inject fluid directly in the arch of the aorta.

5. That injecting fluid directly into the arch of the aorta starts the fluid in its course through the arterial system at the same point at which Nature begins the circulation of the blood and that, therefore, it reaches all of the trunk arteries, their branches and subbranches, with the same relative pressure which Nature gives to the blood in life.

6. That by using the axillary artery, we are, therefore, approaching as closely as possible to Nature's own method.

7. That through this same incision the axillary vein may be picked up and by means of the G.-E. Axillary drainage tube blood may be drained directly from the superior vena cava, the main blood reservoir in the upper portion of the body and the one into which drain all of the veins from those portions of the body which it is desirable to beautify for funeral purposes.

8. That by the use of these tubes the drainage of the blood is absolutely controllable at the will of the operator, who can start or stop the drainage at any instant he wishes without the withdrawal of the tubes.

9. That by having the drainage of the blood absolutely at his control, reflushing can be absolutely prevented.

10. That by withdrawing blood from the superior vena cava, it is possible to drain more blood from the points where it is most objectionable to cosmetic effect than is possible by any other method.

There are a hundred other reasons why ythe avillary method should commend itself to every lecturer and teacher of embalming, but I shall not go into them at this time.

Rather, I would like to discuss the general subject of blood drainage and its advisability, a proposition which was denied by one of the lecturers to whom I referred earlier.

It must be apparent that two bodies cannot occupy the same space at the same time.

If, therefore, we are to inject from a gallon to a gallon and a half of embalming fluid into the average body, it should be very apparent that it is desirable for us to withdraw at least as nearly the same quantity of blood as possible, if only to make room for the fluid.

This, however, is not the only reason for blood drainage. It is true that to inject a gallon of fluid into many bodies without drawing blood would be to give a puffed and swollen appearance, which would be alike displeasing to the family and to the conscientious undertaker.

There is, however, a still greater reason and one far more vital to good embalming. This is that all embalming fluids are more or less astringent in their action and that raw formaldehyde fluids in particular have the peculiar faculty of pasting, as it were, the red corpuscles of the blood against the walls of the smaller arterial branches and of sealing up the blood corpuscles in the capillaries. The chemical action of these fluids upon the corpuscles also assists the natural tendency of the corpuscles to become darker in color. The result is, as this pigment is visible through the skin, it gradually turns from a reddish color to a very dark tint where it is present in large quantities and shows a putty color through the skin everywhere else.

(To be continued.)

PROF. STONE FOR SASKATCHEWAN CONVENTION

At an executive of the Saskatchewan Funeral Directors Association held at Moose Jaw on Feb. 17, it was decided to invite Prof. R. U. Stone, of Toronto, to conduct this year's demonstration and lecture course. The dates of the annual convention were not fixed definitely, as there was a feeling that the conventions in the West should run consecutively to allow of members attending other conventions. The dates will be fixed after Manitoba has selected her dates. The convention however, will be held at Moose Jaw sometime during the summer.

EXCEPTIONALLY ATTRACTIVE

DOMINION SERVICE

MEDIUM PRICED

BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited London, Ont.
Girard & Godin, Limited Three Rivers, Que.

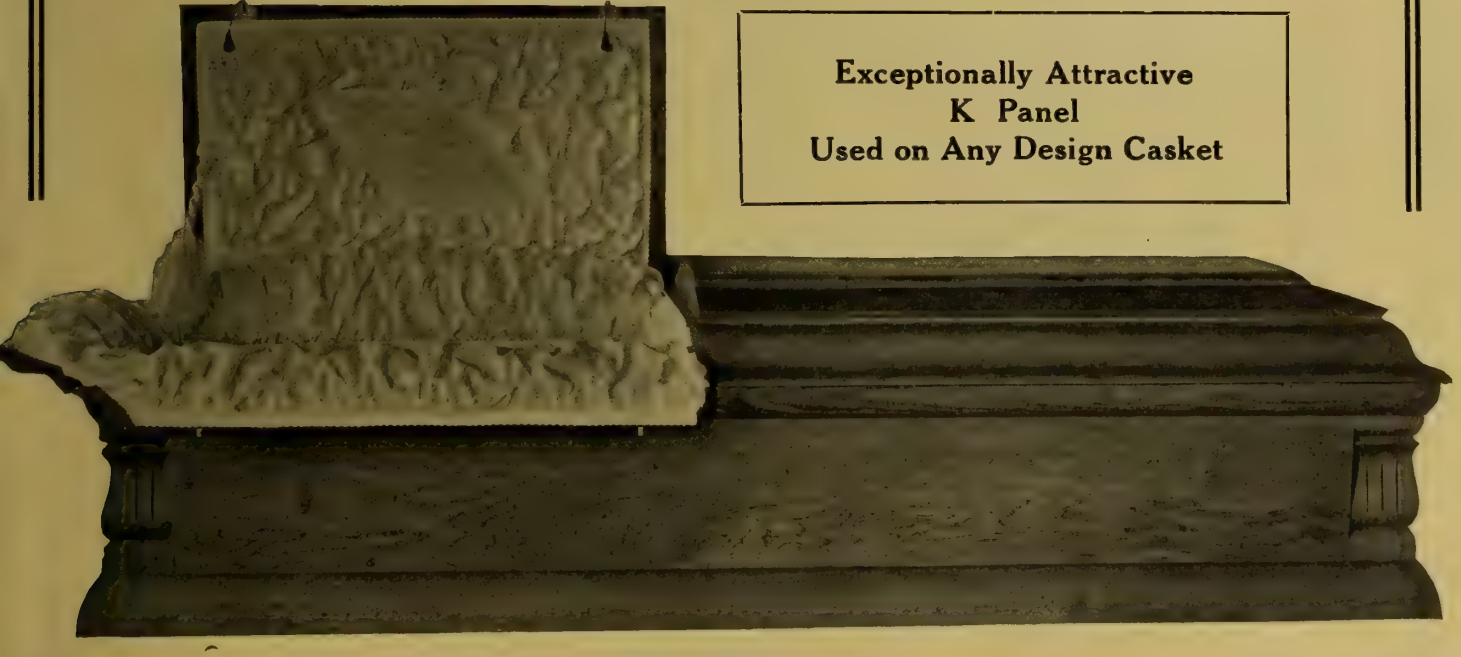
The Semmens & Evel Casket Co., Hamilton, Ont. Limited
Christie Bros. & Co., Limited Amherst, N.S.
The Semmens & Evel Casket Co., Winnipeg, Man. Limited

The D. W. Thompson Co., Limited Toronto, Ont.
Girard & Godin, Limited Montreal, Que.
Vancouver Casket Co. Vancouver, B.C.

Popular Priced Caskets Made of Solid Hardwood Throughout



No. 559—Plain Oak. No. 562—Quarter Cut Oak. Made with Panel Shrines if requested.



Exceptionally Attractive K Panel Used on Any Design Casket

No. 507K—Solid Oak. No. 508K—Quarter Cut Oak. No. 509K—Birch Mahogany. These numbers are also made without Panel Shrines.

"Our Oak and Mahogany Caskets Cannot be Surpassed."

Dominion Manufacturers, Limited Head Office: 109 Niagara St., Toronto, Can.

Burial DOMINION SERVICE Robes

An important feature is that "DOMINION SERVICE" ROBES are adjustable to any size figure.

No Funeral Director can afford to have his work discredited by an appearance of inelegance.

SERVICE IN DESIGNS



SERVICE IN QUALITY

No. 303—Marceline Silk

Our line is complete and our organization is at your service.

Dominion Manufacturers, Limited

Head Office:
109 Niagara St., Toronto, Can.

BURIAL OF CANADIAN SOLDIER DEAD

A recently published despatch from Fred. James, official correspondent with the Canadian Corps Overseas, to the effect that Canadian soldiers who have died in Germany would be buried in a special cemetery at Bonn, has been made the subject of enquiry by the Director of Public Information at Ottawa.

In reply to a cable, the overseas authorities point out that the article was not intended to indicate that bodies of Canadian soldiers buried in Germany would remain there permanently, but simply to illustrate the care taken by the army of Canadian dead in enemy territory. The permanent interment of the bodies of prisoners of war wwho died in Germany is a question which affects all the allies, and is a matter down for discussion at the Peace Conference.

It has been announced recently that the bodies of Canadians who laid down their lives in the service of their country on the Western front will be reverently collected and be buried together in cemeteries specially set aside by the French and Belgian Governments.

DESCENDENT OF EARLY SETTLER

A recent issue of the Journal of the Canadian Bankers' Association and also of the Toronto Board of Trade News contained an autobiography of the late H. M. P. Eckardt, written by Victor Ross. Mr. Eckardt was an authoritative writer on banking and financial topics. He was a descendent of the Eckardt family who founded and settled the country about Unionville Ont., in which town he was born. He was a cousin of A. J. H. Eckardt, who conducted the National Casket Co., at Toronto.

Another member of the Eckardt family who was brought into prominence recently is Miss Andrea M. Fenwick, of Toronto, who last month was married to Edgar P. Luckenback, of New York. The marriage took place at the Ritz-Carlton, New York, the groom's wedding gift being a magnificent pearl necklace valued at over a hundred thousand dollars.

MEMORIALS FOR SOLDIER DEAD

In a statement on the work of the Imperial War Commission by Rudyard Kipling, announcement is made that memorials to commemorate the part borne by various army divisions or regiments in the campaigns and battles, as, for instance, by the Canadians at Ypres, the South Africans in the Deville Wood, the Australians at Amiens, and the British at the breaking of the Hindenburg line, will be considered by representatives of the Military Committee.

It has been recommended that in each cemetery there should be erected a "cross of sacrifice" and an altar of stone in remembrance of the dead, and that the headstones of graves should be of uniform shape and size. On these would be chiseled the name of the dead and his regiment, and also a cross or other religious symbol of the dead man's faith.

It has also been recommended that a Mohammedan and Hindu temple should be erected as a remembrance of the sacrifice made by the Mohammedans and the Hindus in the war.

NEW MOTOR HEARSE AT GALT

An auto hearse up-to-date in every respect, has been purchased by Allen and Ray, funeral directors and furniture dealers, Water St. N., Galt, Ont., which will prove to be a good acquisition to their business. The hearse is mounted on a Studebaker chassis with a six-cylinder motor. The body was built by A. B. Greer and Son, London, and is of the finest construction. Messrs. Allen and Ray have shown great enterprise since starting the business five years ago. They realize that a motor hearse is essential to the business of a modern undertaker.

DEATH OF PROMINENT FUNERAL DIRECTOR

Richard Tees, of Tees & Co., Montreal, is dead. For over a quarter of a century he was one of the most prominent funeral directors in Montreal. He passed away at his home, 912 St. Catherines St., on February 28. He was 62 years of age, and was born in Montreal. He is survived by two daughters, Mrs. C. B. James and Miss Myrtle Tees, both of Montreal.

ENGLISH F. D. IN BRITISH NAVY

James Heap, R.N.V.R., of Heap Bros., manufacturers of funeral goods and supplies at Burnley, England, left Halifax for home about a month ago aboard the Olympic, after completing his naval service in Canada. Heap Bros. are a well-known British firm and James was doing his "bit" for the Navy on this side of the Atlantic.

EMPLOYMENT WANTED BY RETURNED MEN

Canadian Furniture World and The Undertaker will publish free of charge to returned men any application they may make for employment in the furniture or undertaking fields. Please word applications as briefly as possible, and give name and number so that mail may be forwarded.

CARANAC
EMBALMING FLUID

Those that use this fluid do not believe there is a better one.

Our increase in business each year testifies as to its merits.

It produces the best results every time.

LET YOUR NEXT ORDER BE CARANAC

WE SHIP PROMPTLY

Caranac Laboratory
Peterborough - Ontario - Canada

Professional Notes

Frank Wilcox, Waterford, Ont., is adding a new motor hearse.

The Montreal Marble & Granite Works have been registered at Montreal.

J. C. Lock, Ridgetown, Ont., has a new motor hearse built on a former Ford truck.

Hogan & Co. Ltd., Cornwall, Ont., have been incorporated with a capital of $30,000.

E. T. Meadows, Woodstock, Ont., has purchased a new motor hearse. It is built on a Reo chassis.

R. U. Stone, Toronto, has been appointed Canadian Commissioner for the American Purple Cross organization.

Henry Smart, formerly embalmer for Jos. Taylor, Tillsonburg, Ont., has bought the Wilson & Co. business at Norwich.

W. R. Williams & Son, St. Thomas, Ont., are adding a new motor hearse. The body is erected on a Studebaker chassis.

W. H. Henderson, better known, as our friend the "Deacon," is slowly recovering from an operation on his leg. He is recuperating at his home in Ottawa.

There is a move on to resurrect the Alberta Association and to put more life in the British Columbia body. It is hoped that both these bodies will hold conventions this year.

Geo. Dreisinger, of Elmira, and Roy Hosea, formerly with Kitchener Furniture Co., have purchased the undertaking and furniture business of the late Geo. Greutzner, at Hanover, Ont.

Will Eckardt, son of a A. J. H. Eckardt, Toronto, having received his discharge from the U. S. army, spent a few days at his home before going to New York, where he is entering the financial field.

Walter H. Hutchinson, formerly of Peterborough, has joined the staff of the Fred. W. Matthews Co., at Toronto. Walter is an expert embalmer, a dignified funeral director, and a winner on prize contests. He won the church truck a couple of years ago if we remember correctly.

AXIOMS FOR EMBALMERS

Inorganic substances are not subject to the action of bacteria, which cause putrefaction and fermentation.

The coloring matter of the body is located in the scarf, epidermis, or outer layer, of the skin.

Physiology is the science which treats of the phenomena of the normal living tissue.

FOR SALE—Half interest in one of the best and most complete House Furnishings business in the Province of Saskatchewan. Undertaking in connection. Reason for selling, ill health. Address Box 38 Canadian Furniture World, 32 Colborne St., Toronto.

WANTED—Position as embalmer and funeral director. Years of experience; both licenses; married; best references. Nothing but permanent position considered. Also furniture experience.

The root of any organ is a point at which the arteries enter and the veins leave.

The amoeba is the smallest animal organism. It is the primitive element of life.

Long hairs showing out of the nostrils and ears are signs of approaching age.

After death the myosin or muscle juice coagulates, and this is rigor mortis.

Bacteria only act upon organic substances.

Cold air is not necessarily pure air.

FUNERAL RULES IN THE WEST INDIES

U. S. Consul J. A. Howells at Turks Island, West Indies, in response to a request sent by Sunnyside regarding the conduct of funerals in the West Indies wrote down these as the rules applying:

1. How soon after death are bodies buried?

If death occurs before sunrise, burial at 4 p.m. same day, in ordinary cases; paupers are buried day of death if it occurs before noon.

2. Who prepares such bodies for burial?

Ordinarily the nurse or a neighbor. If it is an indigent, some one by order of police.

3. Are they prepared in any way?

4. Is embalming practised?

No preparation of bodies, nor is there embalming in any form practised.

5. Is undertaking a recognized calling or profession?

6. See below.

No, nor is there any law relating to embalming.

7. What kind of coffin or casket is used?

Mahogany, white or yellow pine. Old form—coffin-shaped.

8. Who makes them? Highest and lowest price?

A carpenter makes the coffin, his bill includes coffin, grave digging, tolling bell, securing bearers; for pauper, he is allowed £1 16s. or $9. For one able to pay, £2 ($10) to £2 12s. (or $13, for pine coffin; for mahogany coffin, including all of the above attendance, £5 ($25).

9. Are there any coffin or casket factories, as in the United States?

No. The carpenter is notified of the expected death and often begins to make the coffin before the death has taken place. The climate is such that the burial must take place at once.

10. What is the cost of a funeral, highest, average and lowest?

See reply to eighth question.

11. What religious service in connection with the dead?

Much the same as in the United States, except that the body is always taken to the church, no service at the house of any kind.

12. What difference between funerals at your post and in the United States?

Replies to this question included in above answers.

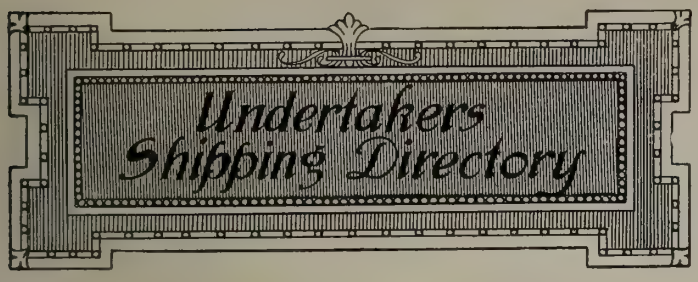
13. Are coffins or funeral furnishings of any kind imported?

No coffins or caskets are imported: nothing but handles imported.

14. If so from what source?

Imported from the United States and England.

There are no regular undertakers and the carpenters who make the coffins act as undertakers so far as they can.



ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
H. S. Peirce & Co.,
Funeral Directors and Embalmer.
Both phones 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
Blachford & Sons,
57 King Street West.
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming.
94 Ontario St.

Toronto—
Geo. J. Chapman
742 Broadview Ave
Phone G. 3885
Ambulance service.
Cobbledick, N. B.
1508 Danforth Ave., and 2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
J. A. Humphrey & Son,
463 Church St.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint.

Welland—
Patterson & Dart
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Index to Advertisers

A

Alaska Bedding of Montreal, Ltd. o.b.c
Art Furniture Co. 20

C

Canada Furniture Mfrs. 13
Canadian Feather and Mattress Co. 12
Canicula Company, Limited 48
Caranac Laboratory 53
Champion Chemical Co. .....i.b.c.
Chatfield, C. B. 35
Chesley Furniture Co. 19
Crompton & Co., E. B. 18

D

Dominion Manufacturers 51-52

E

Eckels, H. S. & Co. 55
Egyptian Chemical Co. 56

F

Farquharson, Gifford Co. 23

G

Gendron Mfg. Co. ....i.f.c.
Globe-Wernicke Co. 8
Gold Medal Furniture Co. 16

H

Hoard & Co. 12

I

Imperial Rattan Co. 9

K

Kindel Bed Co. 9
Knetchel Furniture Co. 17

L

Lloyd Mfg. Co. 11
Life Long Furniture Co. 37

M

Matthews Bros. Ltd. 18
Maxwell Mfg. Co. 46
McLagan Furniture Co., Geo. 4-5
Mosford Mfg. Co. 15
Marshall Sanitary Bedding Co. 20
Morlock Bros. .....i.f.c.

N

N. A. Furniture Co. 56
National Table Co. Ltd. 56
National War Savings Committee .. 14

O

Owen Sound Chair Co. 56

P

Pollock Mfg. Co. 43

R

Robertson & Co., P. L. 37

S

Shafer & Co., D. L. 18
Standard Bedding Co. 14
Steele & Co., Jas. 56
Stratford Chair Co. 6-7

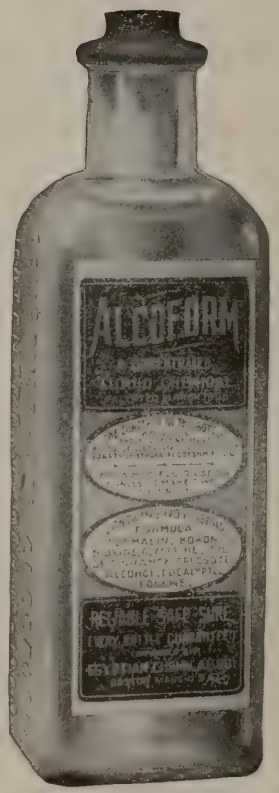
V

Victoriaville Furniture Co. 10

W

Walter & Co., B. 12

The Original Patented Concentrated Fluid



Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

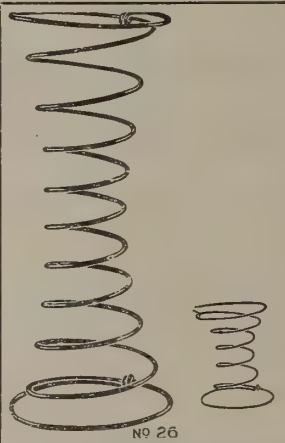
Ask others for their Formula

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.
Get the habit ; buy Canadian springs.

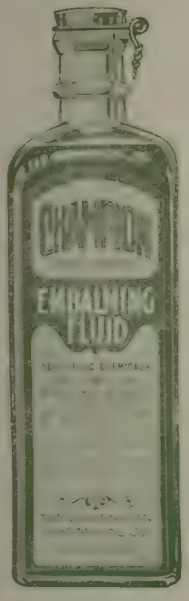
James Steele, Limited
Guelph, Canada

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited
Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application

CHAMPION Embalming Fluid



"The Leader for Generations"

Made of purest chemicals, **Champion** can be depended upon for economy, and to give the most satisfactory results at all times.

Champion has great preservative power, and is unequalled for producing life-like cosmetic effect.

CHAMPION Massage Cream

A preparation that is unsurpassed as a **massage.** Constant rubbing of the face, hands and ears will greatly facilitate the arterial injection.

In order to secure the beautiful cosmetic effects, so much coveted by embalmers, use from two to four ozs. of **Champion** Massage to each one-half gallon of Fluid—the results will surprise you.



"Champion Concentrated Fluid and Champion Massage Cream are made in our Canadian plant from Canadian chemicals."

The Champion Chemical Co., Springfield, Ohio U.S.A.

DR. G. W. FERGUSON, Canadian Manager

74 Leuty Ave., Kew Beach, TORONTO

Canadian Manufacturing Plant - WINDSOR

These *New Design* ALASKA Brass Beds are Sales Stimulators



No. 2051 Brass Bed—$31.00 List Price
(F.O.B. Montreal)

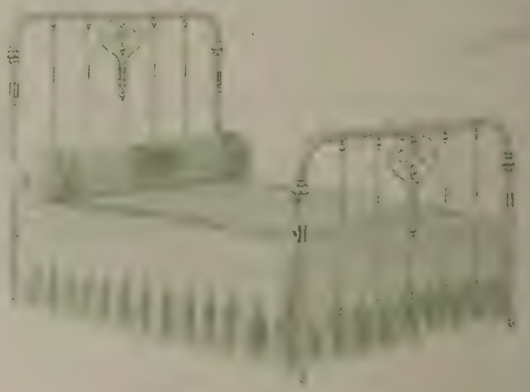
The well-made and designed brass bed will always retain its popularity. Nothing can take its place in popular favor.

These ALASKA Brass Beds, illustrated, combine simple dignity of design, beauty of finish, attractiveness in appearance, and permanent sturdiness and rigidity of construction with reasonableness in price.

You can afford to sell them at a figure that will give you a net profit on each sale. The beds themselves are so prepossessing that increased turnover is assured with a minimum of sales effort.

These are only two beds from the comprehensive 1919 ALASKA Brass Bed line. There are many other beds in the line of equal value. Every taste and purse can be suited.

Ask our representative to show you the complete new line of ALASKA Brass Bedsteads. Some of them should be on your floor.



No. 2153 Brass Bed—$52.00 List Price
(F.O.B. Montreal)

ALASKA BEDDING OF MONTREAL LIMITED

400 St. Ambroise Street, MONTREAL

GUARANTEED ALASKA BEDDING
TRADE MARK REGISTERED

Canada Has No Pure Bedding Laws—WE HAVE!

CANADIAN
FURNITURE WORLD
and The UNDERTAKER

APRIL, 1919



Published by THE COMMERCIAL PRESS, LIMITED, 32 COLBORNE STREET, TORONTO

THE GENDRON MFG. COMPANY, LIMITED



We have a very large range of

SIDEWALK SULKIES

Baby Carriers and Carriages

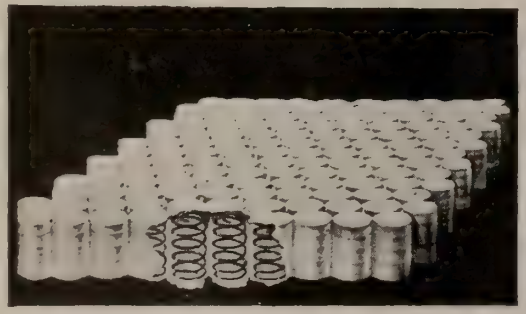
to choose from.

Order early to ensure prompt delivery.

THE GENDRON MFG. CO., LIMITED, TORONTO, CAN.

TRADE MARSHALL SPRING MARK
PATENTED

INSIST on the Celebrated "MARSHALL"



Showing the construction of "Marshall" Sanitary Cushions

WHEN buying upholstered furniture, dealers that order and pay for Marshall Cushions should insist on the label being attached to the bottom of the cushion. Goods that do not bear our label are often substitutes. ALL Marshall Cushions are upholstered with a special sanitary felt, manufactured in our own factory.

Marshall Cushions are backed by our unqualified guarantee.

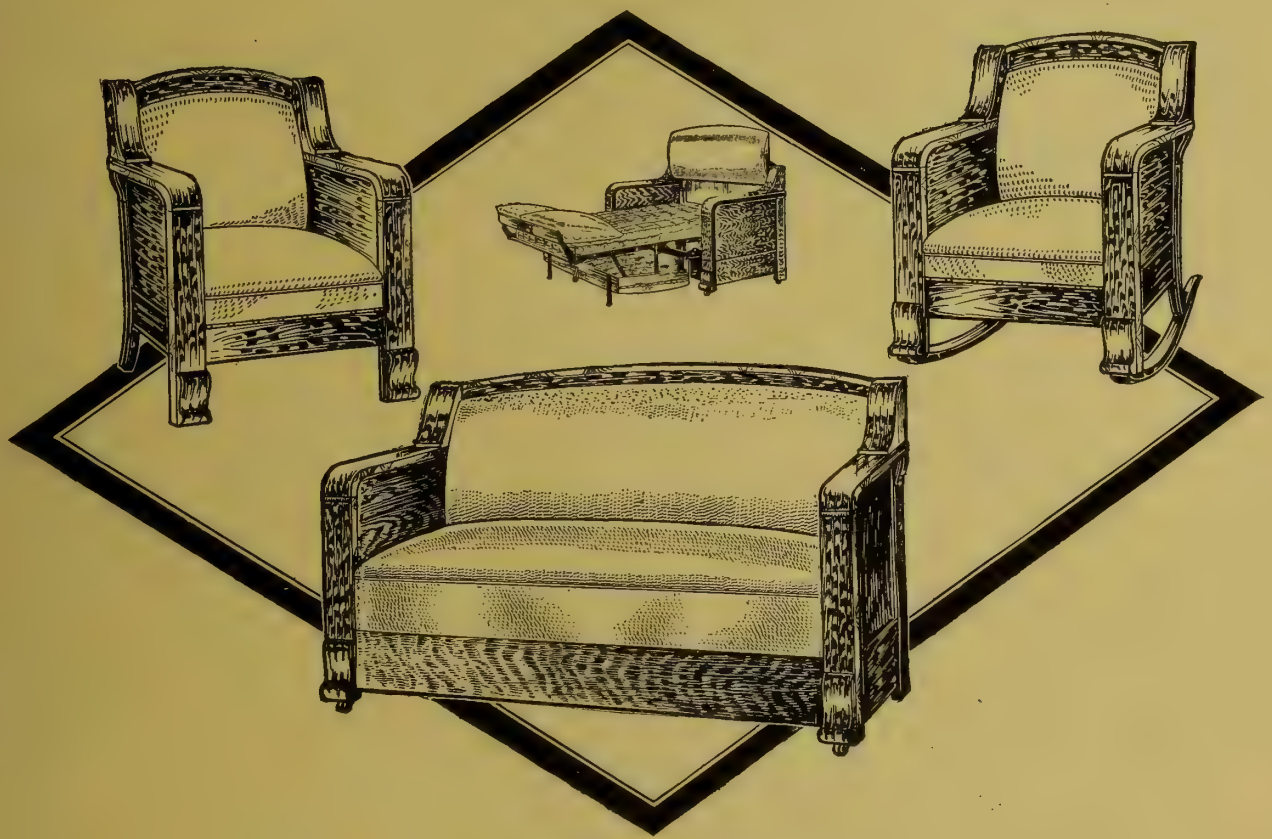
Marshall Ventilated Mattress Company, Limited

TORONTO - CANADA

Successors to Marshall Sanitary Mattress Co., Limited

STRATFORD FURNITURE

Kroehler Kodav Suite No. 428



Kindel advertising will play a very important part in boosting your sales when you feature the KROEHLER KODAV in your store. Advertisements are appearing in the leading magazines throughout the country.

By demonstrating the many advantages of the KROEHLER KODAV-you will make many sales and have satisfied customers.

This is only one of our several suites. Write us for complete illustrations and prices.

THE Kindel BED CO., LIMITED : STRATFORD, ONT.

STRATFORD FURNITURE



7335—Buffet

The dignified quaintness, so distinctive of *Queen Anne* furniture, is very charmingly in evidence in this excellent suite of American BLACK WALNUT.

The quiet dignity combined with faithfulness in interpretation and the period it represents makes this suite appeal most irresistibly to all lovers of period designs.



2680—China Cabinet



2681—Side Table

The George McLagan Furniture Co., Limited - Stratford, Ont.

STRATFORD FURNITURE

Combined with dignity and distinctiveness of design, you are assured of ALWAYS receiving in McLagan productions goods of perfect construction and finish.

If not already handling our line, write us to-day for catalogue and price list.



7334—Buffet



2682—Diner



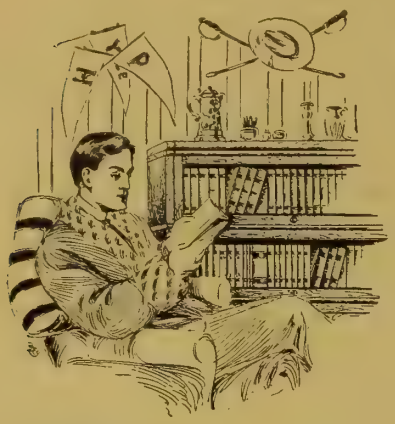
6615—Extension Table



2682—Arm Diner

The George McLagan Furniture Co., Limited - Stratford, Ont.

STRATFORD FURNITURE



"Globe-Wernicke *Sectional Bookcases are so inexpensive that there is no one who can read but can afford them.*"

Globe-Wernicke Bookcases At Housecleaning Time

The Spring housecleaning season is here, and good housewives throughout the length and breadth of the land are taking up the annual task of renovating and rearranging the home.

Many books have been purchased during the winter months, and the housewife, gathering these together, wonders where she will place them.

Naturally she thinks of the Globe-Wernicke Sectional Bookcase that has been advertised in all the leading womens' papers, and decides that she will go and see one at her local dealer's.

Are you going to be ready when she calls? Will you have a display set up so that the whole range of styles, with their many appealing features, will be presented to advantage?

Go through your stock to-day, and make sure that you have enough Globe-Wernicke Sectional Bookcases on hand to carry you through the housecleaning period.

"This is the
Globe-Wernicke
Period"



"Costs no more than the ordinary kind"

The Globe-Wernicke Co., Ltd. *MAKERS OF SECTIONAL BOO*

STRATFORD FURNITURE

Globe-Wernicke National Publicity Campaign

Covers the country like a huge blanket—it reaches hamlet, village, town, and city; the ranch on the prairie, the residence on the boulevard. It is humanized advertising—the type that stirs up interest. Women are attracted by its home atmosphere—men by its practical presentation of the Globe-Wernicke idea. It inspires the confidence and faith of its millions of readers.

Link this advertising up with your store. Get our window display cards. Use our "electro" service in your home newspaper. Take advantage of the co-operation we offer to our agencies. Identify your store as the local headquarters of the Globe-Wernicke Bookcases, and increase the selling strength of our ads for you.

Push Globe-Wernicke with all your strength, because the sale of one unit is the nucleus of many other sales to come.

"You can work a Globe-Wernicke Bookcase into nearly every one of your window displays."



"We are the originators of the Sectional idea as applied to Bookcases and Filing Cabinets."

"Our National Advertising has a wide circulation in your locality."



SES AND FILING CABINETS EXCLUSIVELY STRATFORD, ONTARIO

STRATFORD FURNITURE



1635-5—Diner



1635-5—Arm Chair

The Popular Line *of* Big Values

Distinctiveness of design, richness, and finish, thoughtfully matched coverings, construction that guarantees uncommon service—these are the things that make STRATFORD Chairs so desirable for you to handle.

Are you prepared for the rush of Spring business?

Better stock up at once, for a GOOD thing don't last long. Good Furniture is bound to be in demand from now on, and prospective buyers will look to you for suggestions and help to furnish their home.

Here's an opportunity to help your customers, and build up your trade.

The STRATFORD CHAIR CO., Limited :-: Stratford, Ont.

STRATFORD FURNITURE

Quality *and* Style Makes Them Move

Our Dining Room Furniture will help solve the big problems of the furniture retailer; that of meeting the present-day competition, and at the same time building the good-will which will carry you through future years.

Stratford Furniture makes it possible for you to offer good values and yet make a neat profit. It is always well made, and has been giving satisfaction for so many years that you take no chance when you show it to the most careful buyer among your patronage.



No. 404—China Cabinet



No. 351—Extension Table



No. 656-A—Buffet

The STRATFORD CHAIR CO., Limited :-: Stratford, Ont.

STRATFORD FURNITURE

The Most Profitable of Summer Furniture

IMPERIAL

In Name and Character



These lines are particularly seasonable in selling power, though their sphere of usefulness covers the entire year. Imperial Rattan Furniture moves quickly NOW because its value to the user is almost doubled during the summer months.



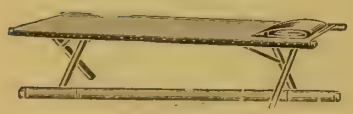
IMPERIAL RATTAN CO., LIMITED STRATFORD, ONT.

Stratford Summer Furniture

ALWAYS PLEASES



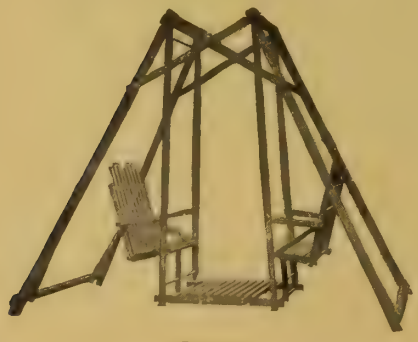
No. 0



No. 40

Your customers will soon be wanting this class of goods. It is most satisfactory in every way and will last under exceptional usage. Our line of Folding Tables and all kinds of Folding Chairs and Lawn Swings are the best of quality.

If you have not received a copy of our supplement to catalog 5, Feb. 1919, write for it at once.



Ontario



No. 22



No. 15

The STRATFORD MFG. CO., Limited STRATFORD, ONT.

STRATFORD FURNITURE

NEW DESIGNS

Upholstered Living Room Furniture



No. 821

We don't hesitate to enthuse about our NEW LIVING ROOM FURNITURE. Much time and thought have been given to the designs, and they are exceptionally attractive and saleable.

Our travellers are now making their regular calls, and will have these new designs and patterns with them. We urge dealers to place their orders early and reap the share of profit which is to be made by selling *F-G* Living Room Furniture and Davenport Beds.

The Farquharson-Gifford Co., Limited *Specialists in Davenport Beds and Living Room Furniture* **Stratford**

Colleran's Celebrated Woven Wire Bed Springs

Colleran Springs are made of the most rigid construction. Colleran's improved rope edge never sags, and this is one of the features which sells the springs. Our rope edge is not only elegant in appearance but adds materially to the supporting power of the fabric, and produces a firm elastic spring edge. Colleran Springs are constructed on "Life-Time Service Principles." Our guarantee covers every phase of satisfaction to the user.

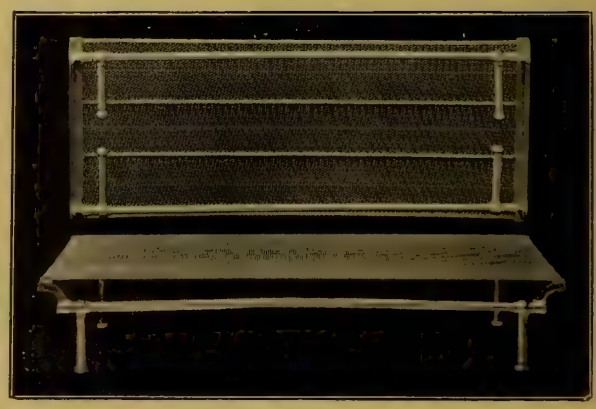


No. 91—Lock Weave Steel Frame

COLLERAN'S No. 10 STEEL DIVAN

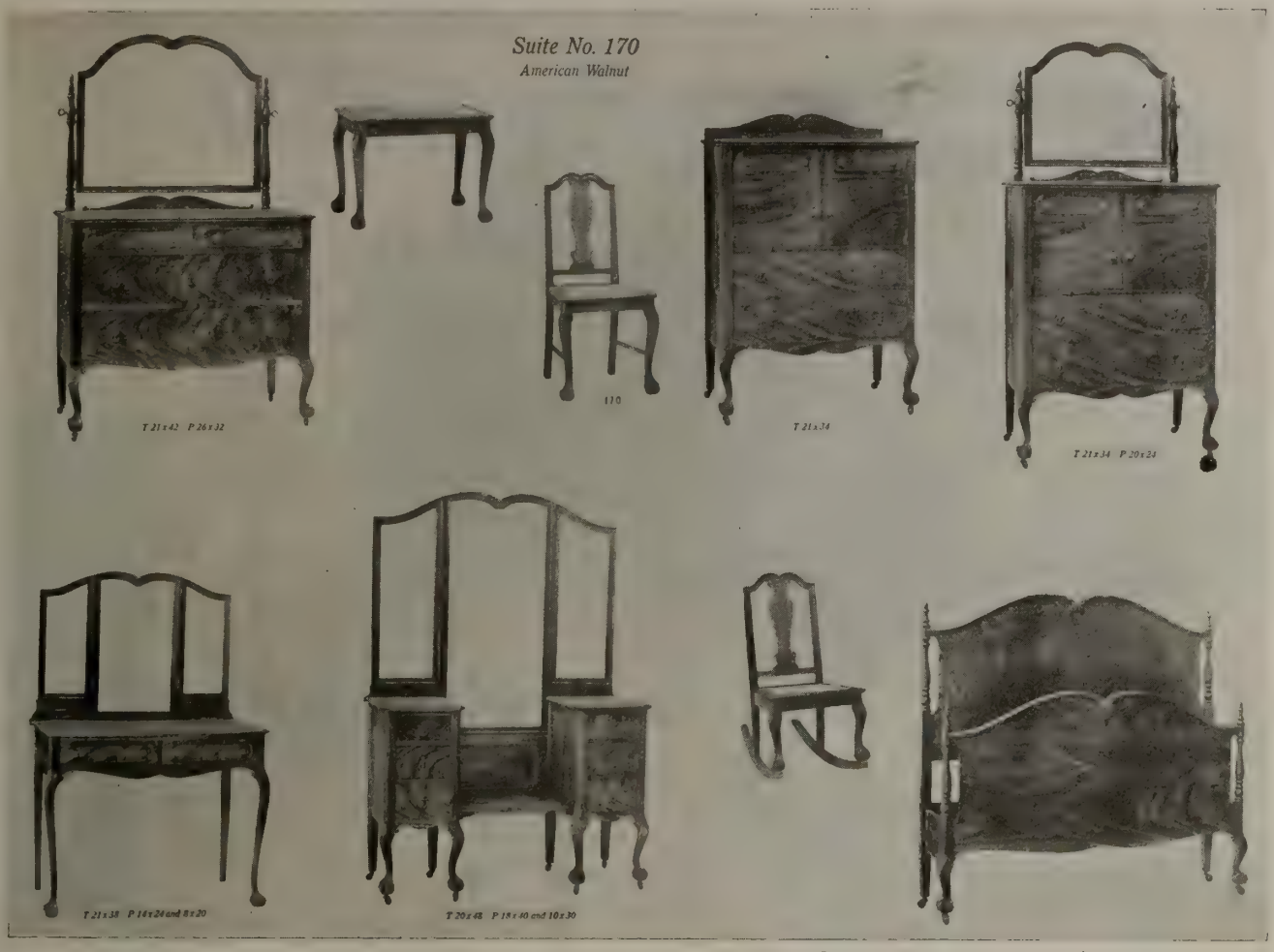
is made with the COLLERAN improved ROPE EDGE, and is the strongest divan made. The legs fold under by a simple twist of the hand when not in use.

Catalogue and Price List on request



COLLERAN SPRING BED COMPANY, Limited

TORONTO - - ONTARIO



Chippendale Suite in American Walnut

THE suite here illustrated, true to the period it represents, will prove particularly pleasing to the discriminating buyer. The absolute dependability of our productions, combined with their attractiveness, place them in a class with the most desirable. Superior quality in workmanship and materials are outstanding features of this comprehensive line.

It will profit you to study the merits of Malcolm furniture

The Andrew Malcolm Furniture Company, Limited

KINCARDINE :-: ONTARIO



No. 6060



No. 6061

C. F. M.

Library Tables

—in quartered oak

C. F. M. library tables enjoy a distinctive reputation for features in design and construction not combined in any other line. This quality construction makes them good sellers.



No. 6062



No. 6063

They will enable you to make a profitable connection and give such a high degree of satisfaction as to insure a permanency of the patronage.

Write us at once for prices

MADE BY

CANADA FURNITURE MANUFACTURERS LIMITED

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

FACTORIES :
WINGHAM
WALKERTON
WIARTON

GENERAL OFFICES : WOODSTOCK, ONT.
WHOLESALE SHOWROOMS TORONTO WINNIPEG



No. 1856 Buffet

Building for the Future

Every time you sell a piece of MEAFORD furniture you add something definite to your goodwill account. It will pull for you consistently and continuously, because it is built to give perfect satisfaction. This is mighty important to the dealer who wants to turn over a nice steady paying business to his boy twenty years from now. Let us help you in this matter.

Illustrations and prices of newest lines and designs on request.

The Meaford Mfg. Co.

LIMITED

MEAFORD - ONTARIO

SALE OF
Surplus Military and Naval Stores

Dry Goods, Camp Supplies, Food Hardware, Scrap Metal, Junk

Cloth; new and second-hand clothing, equipment, hardware, tents, blankets, camp supplies, etc. : : Flour, jam, canned evaporated milk, tea, coffee, etc. : : Condemned clothing, junk, old brass, metals, leather, rubber, etc.

SALES WILL BE MADE BY SEALED TENDER

Persons desiring to tender are requested to communicate with **The Secretary of The War Purchasing Commission, Booth Building, Ottawa,** stating the items in which they are interested, whether new or second-hand or both.

Arrangements will be made to have samples on exhibition at places throughout Canada; specifications, full details, and tender forms will be mailed when ready to those who have registered as suggested above.

If Interested Please Apply Now

Institutions May Make Direct Purchase Without Tender

Dominion, Provincial, and Municipal departments, hospitals, charitable, philanthropic, and similar institutions which are conducted for the benefit of the public and not for profit may purchase goodswithout tender at prices established by the War Purchasing Commission.

All communications should be addressed to the Secretary, War Purchasing Commission, Booth Building, Ottawa, who will be glad to supply lists and further details to those interested.



KAPOK

"The Queen of Bedding Material"

"KAPOK" Mattresses can be easily turned by a woman when required, as they are surprisingly light in weight.

We can now obtain "KAPOK" in unlimited quantities and make prompt delivery of our well-known mattresses.

New prices on request.

The Canadian Feather & Mattress Co.
LIMITED
TORONTO OTTAWA

FURNITURE THAT BUILDS BUSINESS



No. 556—Arm Chair

A reputation for handling only reliable merchandise is one of the principal assets of a dealer to any line. The furniture dealer who stocks

"Woeller Bolduc"
Livingroom and Parlor Furniture

has taken a long step towards making the future of his business secure.



No. 556- Rocker

Two of our newest pieces are illustrated herewith. These are made of Walnut or Mahogany with silk tapestry. WRITE FOR PRICE.

WOELLER, BOLDUC & COMPANY

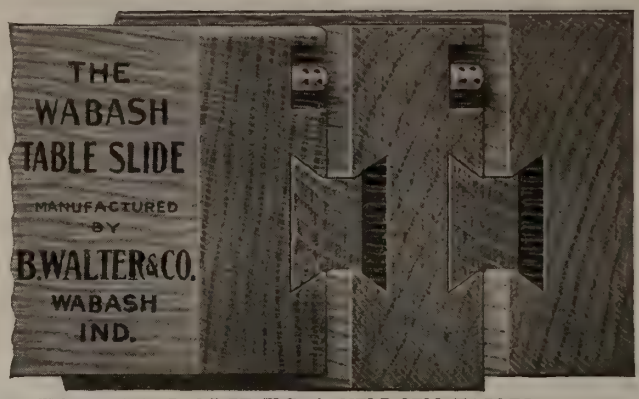
Makers of Livingroom and Parlor Furniture

WATERLOO - - - ONTARIO

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith



You should take advantage of our special proposition to buyers in gross lots. Write for information.

APRIL SHOWERS

may bring May flowers. They also bring a demand for the "Elite" Folding Table.
For card parties, afternoon teas, for a host of domestic and social purposes the

ELITE
FOLDING TABLE

is a positive necessity when the inclement weather confines your customers to indoor amusements.
And with summer in the immediate future a little extra sales-effort will be repaid in larger trade in the "Elite" Folding Table.

Hourd & Co., Limited *Sole Licensees and Manufacturers* DEPT. W LONDON

MAKE A NOTE NOW

Investigate the new ONTARIO Iron Beds before placing your Spring orders.

We have equipped an up-to-date plant to manufacture this line, and have secured expert workmen having long experience in producing a superior article.





ADJUSTO IS GUARANTEED AND SOLD BY DEALERS EVERYWHERE.

MANUFACTURED SOLELY BY
THE ONTARIO SPRING BED & MATTRESS CO.
LONDON • • • • CANADA

Successful business for the year depends on the class of goods you stock in your store.

You can't go wrong if you give ONTARIO Iron Beds and the ADJUSTO MATTRESS a trial.

The Ontario Spring Bed & Mattress Company
London : Ontario

North American Bent Chairs are notable and distinctive in design—exceptionally fine construction, embodying many points of merit, at prices which enable the dealer to meet the demands of his trade.

In the reconstruction period competition will be keen, but business and profits will go to the efficient store as surely as iron to magnet. Put the North American Line on your floor, it will help create sales and turn cash into your pockets.

In every point—construction, durability, and appearance—they are equal, if not superior to, imported products.

Write us at once for prices and illustrations of our newest designs

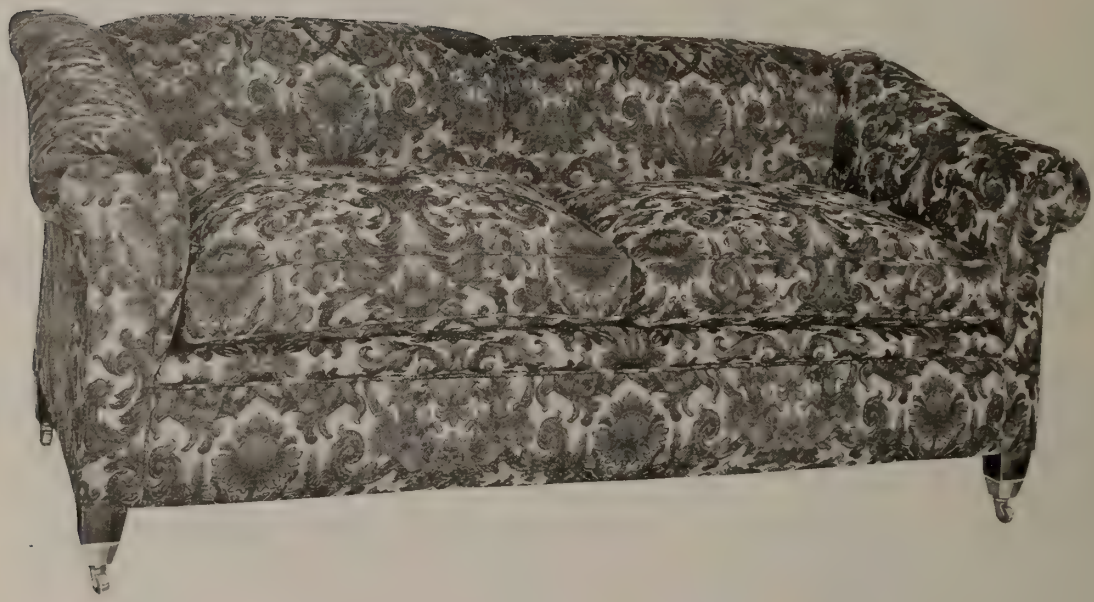
THE
NORTH AMERICAN BENT CHAIR CO.
LIMITED

Owen Sound - - Ontario





We are especially equipped to handle high-grade Furniture Half-Tones from photographs, or pen ink drawings from blue prints, suitable for newspaper advertising.



We are also in a position to turn out first-class commercial photographs.

WRITE US FOR PRICES, ETC.





LEGG BROTHERS, LIMITED

10-12 St. Patrick Street

Phone Adel. 928-929 **Toronto**



This Sign of a Patriotic Service is Seen in Many Stores

IS IT IN YOURS?

Become an authorized agent of the Department of Finance for the extension of the War-Savings Stamp movement.

While you do not make an immediate profit on the sale of Thrift Stamps, your volume of business depends on the prosperity of your community, and the far-sighted store-keeper gladly helps the movement.

The money raised by the sale of War-Savings Stamps and Thrift Stamps is used by the Dominion of Canada to provide credits to other nations, who are thereby enabled to purchase food and Canadian manufactured products.

This leads to steady industry, and this, again, with the exercise of Thrift, provides further funds for Investment—a continuous process leading to Prosperity.

Make the selling of Thrift Stamps a real, whole-hearted, patriotic service, of value to your customers, to your country, and to yourself.

Explain the matter to your helpers and secure their eager co-operation. Have them look over the Thrift Stamp, realize it is the same as a quarter in giving change, make them familiar with the Thrift Card, so that your helpers can explain to the customers how 16 Thrift Stamps on a Thrift Card represent $4.00 on the purchase of a War-Savings Stamp, which will be redeemed by the Dominion of Canada Jan. 1st, 1924, for $5.00.

Set your customers a good example by buying W-S.S. yourself.





No. 376—Dining Room Suite

Made in
Red Gum, Satin Walnut Finish



No. 376—BUFFET
Top 22x56 P. B. Mirror 8x52

A most attractive Dining Room Suite fashioned after the Period of Queen Anne. Constructed and finished up to the recognized standard of Knechtel Productions.

This suite bids fair to be one of the biggest sellers of the Spring Season because it displays a marked degree of attractiveness and represents value which ensures exceptional salability.

Place your order now for this one so you will be sure to have it for your Spring business.

Our No. 50 Catalogue Contains Many Other Attractive Suites

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

NEW LINE OF WOODEN CHAIRS

NOW READY FOR DELIVERY



Your sales depend so much on the preparations you make to develop them, and you should encourage your Spring trade in the strongest way by stocking up at once, and push our new line of dependable wooden chairs.

Complete illustrations and prices on request

CANADIAN RATTAN CHAIR CO., LIMITED

VICTORIAVILLE. QUEBEC

CEDAR CHESTS

are especially popular at this season

When winter clothing is being stored away good cedar chests are exceptionally saleable. And by virtue of their quality SHAFER RED CEDAR CHESTS are very well favored. *Prices and illustrations on request.*

D. L. SHAFER & COMPANY
ST. THOMAS ONTARIO

BALL CHAIRS

Dealers say they like to buy the "Ball Line" because they can make a complete selection from an enormous assortment. And inasmuch as the workmanship is most skilled, the completed chair is a work of high character.

Write for new illustrations and price list.



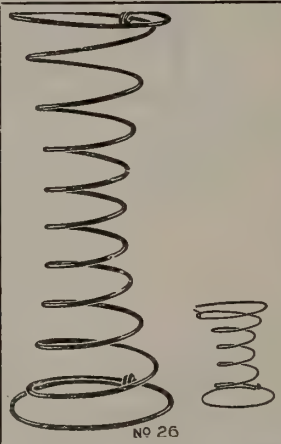
No. 99

BALL FURNITURE CO., LIMITED
HANOVER, ONT.

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited
Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



No 26

Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit; buy Canadian springs.

James Steele, Limited
Guelph, Canada

The Canadian Furniture World contains numerous business creating ideas for furniture dealers, yet the subscription price for twelve months is only $1.00. Every furniture dealer and manufacturer in Canada should be a subscriber.



Announcing the FELTOL Campaign

During the months of March, April and May we are iutroducing an extensive advertising campaign on Feltol. The best newspapers and farm papers throughout Canada are being used on a large scale. Thousands of people, who have never heard of Feltol before will be told of its many advantages.

This campaign has been undertaken to help dealers sell more

FELTOL

FLOOR COVERING

Feltol is not linoleum or floor oilcloth, but—it is the best felt base floor-covering made—at least, the equal of the best imported, yet much lower in price.

In order to take advantage of this campaign, you should carry a good stock of Feltol.

Pattern book and quality sample on request.

MADE IN CANADA BY

The Dominion Oilcloth Co., Limited

MONTREAL, P.Q.

Loom Products

Lloyd's



THE beautiful **Lloyd "LOOM-WOVEN" baby carriages** will now be shipped directly from the big Lloyd factory at MENOMINEE, MICHIGAN—now offering you factory service with prompt shipment guaranteed. Our increased capacity gives us the largest baby carriage capacity in the world to take care of you—now giving you the advantage of the STATES PRICES—all styles and finishes which we were unable to carry at Kitchener.

Look to the **LLOYD-LOOM LINE** for your baby carriages. Other carriages made by hand are not competitive to them—the fine material—accuracy and evenness of the weave—no comparison.

States Prices. Send your orders to Menominee, Michigan.

KITCHENER WAREHOUSE DISCONTINUED

The LLOYD Manufacturing Company
Menominee, Michigan

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States,

VOL. 9. TORONTO, APRIL, 1919. No. 4.

PUT BEDDING ON THE MAP BY EXHIBITION

Better bedding exhibition put on for a week by Peterborough, Ont. firm, as beginning of an enlarged bedding department—How the exhibition was advertised and conducted—Orchestral music and voting contest

By Wm. J. BRYANS.

THE sale of beds and bedding in the average store is not what it might be nor what it should be. The matter of sleeping accommodation and equipment is a mighty important one in view of the fact that the average person spends about one-third of his or her life in bed. In fact, the bed is probably used more than any other single article of furniture in the home.

In spite of this fact beds and bedding are handled in a rather desultory manner in a great many stores. There are scores of establishments where this line is stocked, but in which no real effort is made to direct any great attention to it nor stimulate the interest of the purchasing public in the matter of better bedding or sleep comfort and convenience.

Endeavor to Cash in on Bedding Possibilities

This was exactly the situation in the store of the J. C. Turnbull Co. Ltd., of Peterborough, Ont., previous to the recent big Better Bedding Exhibition which they used to put this department on the sales map. The store handled a certain amount of bedding, but sales were far from being the size that the importance of this line warranted. This fact was recognized by the management while it was realized that there were great possibilities in the sale of bedding if it was only put before the public in the proper manner. It was decided to make a genuine effort to impress upon customers that bedding was an important department with this store and also to educate them to the value of better bedding.

"Better Bedding Exhibition"

A Better Bedding Exhibition was decided on and planned on a big, broad scale that would really create interest and attract attention. The fifth floor of the store which at Xmas time is used for a toy department was given over entirely to an extensive display of a



View showing one section of display at The J. C. Turnbull Co.'s Better Bedding Exhibition.



Turnbull's department store at Peterborough, who are adding a new bedding department, and where the recent big bedding exhibition was held.

big range of beds and bedding. The fact was impressed on the public in their advertising that it was purely an exhibition and that there would be no solicitation or endeavor to make sales. The idea was to get people into the store that they might become acquainted with the department and impressed with the need of better and more sanitary bedding. As a further inducement for people to visit the event an orchestra played during the afternoon. The windows were made good use of too, to attract the attention of the passing public to the event.

Orchestra and Voting Contest

Another drawing card was a voting contest for each day in the week. Each person visiting the Exhibition was given a coupon on which to place their estimate of the number of people who would visit the store that day. These were deposited in a ballot box at the entrance to the department. The manufacturers whose goods were being featured contributed prizes for these events each day. These prizes were exhibited in the window and the name of winners listed in the local papers. A good deal of interest was taken in these contests.

8,000 Copies of Store Paper Mailed

In planning the exhibition it was recognized that its success depended on the number of people who visited it and that it must be extensively advertised in order to get the people into the store. The opening gun fired was in the shape of a store paper entitled "The News" of the Better Bedding Exhibition at Turnbull's. This paper, containing eight pages 10½ by 14 inches, set forth the program and particulars of the exhibition, articles to stimulate greater interest in better bedding, lists of the prizes, advertisements of the various lines on display and editorial comment on the event.

A total of 8,000 copies of this paper were distributed to the homes in the city and surrounding country. They were all mailed, as people would be more likely to give attention to mail matter than if thrown in at the door.

Steady Publicity Throughout the Week

This store paper publicity was followed up by advertising in the local weekly and daily papers. The weekly papers were used to get the attention of people in the surrounding district, while the daily made a special appeal to city patrons. The exhibition was held during the entire week of March 10 to 15, and on the previous Friday a big announcement of the event in the local papers. Only small space is usually used for advertising on Saturday and this was used for a talk calculated to arouse interest in better bedding. Each day during the exhibition space was used to announce the special days with the program, give the prizes offered in the guessing contest for the next day and the winners of the previous day. The fact was emphasized that the exhibition was not confined to high-priced bedding alone, but to show that sanitation is for the lower priced articles as well. The local papers assisted by articles in their news columns.

Manufacturers Lent Assistance

The manufacturers whose goods were featured lent valuable assistance in making the event a success. On each of the days representatives from some of the firms were on hand to give information on the goods on display and the construction of the various lines. On Friday, which was "Sanitary Bedding Day," W. H. Smith, of the Canadian Feather & Mattress Co., and chairman of the Social Service Commission of the City of Toronto, gave a short talk on sanitary bedding. Representatives of the Alaska Bedding Co. were on hand on Wednesday and Thursday, and of the Ideal Bedding Company on Monday and Tuesday.

Good use was made of the advertising matter supplied by manufacturers, the name of the Turnbull Company being printed on all matter of this kind given to customers. Blotters were also distributed.

Special Day for Baby

One of the big features of the exhibition was Baby's Day on Saturday, when lines of beds and bedding for infants and children were given special attention. A special section of the floor was given over to all lines for children and special prizes were given. It is recognized that parents are always interested in providing for the comfort of their children, but a good many stores do not give the attention to appropriate articles for baby as they might. The Turnbull Company believe that a concentrated display of all lines for "Baby" is the best plan. When a mother comes in to look at one article she is likely to see and become interested in some other item for her child.

No Solicitation—Followed by Sale

In spite of the fact that there was no solicitation of business sales in this department were quite satisfactory during the event. Other departments of the store benefited to a considerable extent on account of the large number of people brought into the store. In the store paper sent out, an ad. was used inviting the public to visit the home furnishings department while attending the exhibition. Some lines of interest in that department were featured.

Having stimulated interest in bedding by the exhibition the company proceeded to cash in on it by a sale of beds and bedding during the following week.

Enlarged Bedding Department

The exhibition was the beginning of a large bedding department, the roomy fifth floor being given over entirely to this line, giving one of the largest displays of beds and bedding in the province. The management believe that the possible sales well-warrant this attention to the line.

The success of the event is largely due to the energetic efforts of H. E. Hodgins, partner and manager of the firm, and Geo. F. Lowe, manager of the house-furnishing department.

On the Saturday previous to the exhibition the following talk on better bedding was used in their advertising space in the local paper:

"It is a long way from the bedding of even a few


TURNBULL'S BETTER BEDDING EXHIBITION
MARCH 10th to 15th

VOTING COUPON

BABY'S DAY, SATURDAY, MARCH 15th

I estimate the number of people who visit the "Better Bedding" Exhibition on Sat., March 15th, will be.....

Name.....

Address.....

Form of ballot used in voting contest.

years ago to that used in the modern bedroom to-day.

"Within the memory of the writer, straw-ticking was one of the staple everyday sellers in a dry goods store, and the straw-filled tick had its place in many homes.

"The old-fashioned feather tick had always the place of honor in the spare room, which was considered incomplete without its fluffy feather bed.

"ASK YOURSELF THESE QUESTIONS:

"Are my bed-springs and mattresses conducive to vigor renewing rest? Are they everything they should be on which to spend one-third of my time?

"Whether you think they are or not, accept this advertisement as a cordial invitation to you to be present at this Exhibition, any or every day next week.

A Unique Event at Turnbull's

THE WEEK BEGINNING MONDAY, MARCH 10th

The Fifth Floor Given Over to a "Better Bedding Exhibition," One of the First of its Kind in Canada

The outstanding event of our merchandising program for March will be the "Better Bedding Exhibition," which will open on our Fifth Floor on Monday, March 10th, at 2.30 p.m.

This is not exactly a selling event, but really what the name implies, an EXHIBITION OF BEDDING, and to which the leading Canadian manufacturers contribute their best and most desirable lines.

The object of the Exhibition is to allow the people of Peterboro and its surrounding country, to become acquainted with modern bedding in all of its phases. The manufacturers have forwarded large consignments of Beds, Springs, Mattresses, Pillows, etc., which will be arranged on the fifth floor for convenient and easy inspection.

Representatives from the factories will be on hand to explain the good points of their respective lines.

Each day there will be a prominent window display as well, but the best place to see the Bedding will undoubtedly be on the large, roomy fifth floor.

More and more people are demanding definite assurance from the manufacturers that their Bedding is clean, pure and sanitary. One reason that manufacturers co-operate in this Exhibition, is that they may demonstrate direct to the public, the absolute purity and the cleanliness of their product to-day.

We wish to emphasize the fact that it is an "Exhibition," not a selling campaign, and that you are cordially invited to visit it any day and every day of next week. You will find everybody ready to give you all the information you desire, but you will not be asked to make a purchase.

This Exhibition provides an opportunity that should not be missed to get an insight into the manufacture of modern Bedding, that cannot be had in any other way.

A visit to the Exhibition will be as good as a visit to the factory, and can be made without any expense and much less inconvenience. There will be Mattresses, Beds and Bedding in the various stages of manufacture, from the raw material to the finished article.

A New and Exclusive Bedding Department

With the "Better Bedding Exhibition," we will open what will be one of the largest exclusive Bedding Departments in Ontario, or in Canada for that matter, in the roomy fifth floor of our big store. The entire floor, with the exception of the stock room, will be used for the display and sale of Bedding of all kinds. The Department is unique, for very few stores, even in the larger centres, carry a department confined to Bedding alone, as a rule, it being combined with other lines.

In devoting this much floor space to the sale of Bedding, we are following the example of the larger American stores, which all the time are giving a more prominent place to Bedding in all its branches.

Entertainment Provided

We have provided for your entertainment, while visiting the Exhibition with a first-class orchestra of five pieces, from the Local Federation of Musicians of Peterboro, which will render a select program each afternoon from 2.30 to 5 o'clock. This music, in itself, will make a visit to the Exhibition worth your while.

The program for each afternoon will be announced in the papers the preceding day.

FREE PRIZES

One prominent feature of the Exhibition is that a large number of prizes have been donated and are to be given away the various days in which the Exhibition is in progress.

These range from the Babies' Mattress up to the beautiful Brass Bed, which is donated by one of the leading manufacturers of Canada.

The method of awarding these prizes will be announced on Monday and at the Exhibition.

Advertising space in the local papers was freely used to draw attention to the exhibition. The above is part of a half page taken by the firm.

"To-day there are so many kinds of mattresses and bed-springs that one really finds it hard to decide which is best. Manufacturers vie with each other in providing those that are conducive to restful, invigorating sleep. They are to be congratulated on their efforts in this direction, when we remember that nature demands one-third of one's life to be spent in sleep.

"Because they believe in "better bedding" and are striving to better sleeping conditions, manufacturers are co-operating with us in celebrating the opening of our new Bedding Department on the fifth floor, with a 'Better Bedding' Exhibition, which commences Monday, March 10, at 2.30 p.m.

"There will be first-class music by an orchestra from the Local Federation of Musicians, led by Prof. Gliddon, and prizes have been donated which will be given away during the Exhibition."

Representing the Exhibitors

Messrs. Theis and Trenwith represented the Ideal Bedding Co. on Monday and Tuesday; Messrs. Tooke and Arrowsmith, Alaska Bedding, on Wednesday and Thursday; and W. H. Smith, Canadian Feather & Mattress Co., on Friday. Other exhibitors were the Peerless Divanette Co., Toronto, and Peterborough Mattress Co.



Photo of window like this is well worth while. The display shows the trim was well-planned, and the idea behind it was to connect up the suggestion conveyed to the onlooker with the selling of the goods.

SELLING WASHING MACHINES *for* HOME USE

Good time for dealers to boost household labor-saving devices—Why family clothes should be washed at home—Arguments that dealers might use—Spring housecleaning time a good season to push sales—Healthy and economical

There is an association of makers of washing machines in the United States, and recently that organization has been busy in sending out literature to interested parties, placing before them the advantages of the washing machine in doing the heavy work in the home. Some of this literature contains helps that might very well be used by Canadian furniture dealers to interest home owners and housewives in their own communities. Here is one of the latest circulars issued by the Association on the value and utility of the washing machine for household use:

The cheapest, most economical and most sanitary way to solve the problem of "clean clothes" is to have the family washing done in the home and by machine. This statement applies to families living either in city or farm homes. The shortage and scarcity of good household servants or "domestics," and the high wages they are demanding, has made the housewife's task of keeping the family clothes clean her most difficult one. The washing machine for household use points the way—the cheapest, the most economical and the most sanitary—to keep family clothes clean in homes where servants are employed and in homes where there are no servants, either because they cannot be secured or because they cannot be afforded.

Health and Welfare of Community

The health of the family and the health and the welfare of the community in which the family lives are fundamental reasons why the washing should be done in the home. The washing machine for household use, because of its labor and time-saving features, makes it possible for every family washing to be done in the home and, at the same time, it protects the health of both the family and of the community. The prices and methods of payment for washing machines are so reasonable that one can be purchased by any housewife who has been in the habit of sending the family washing away from the home and paying the very high rates for family washing when the work is done away from the home. For the housewife who has always done or had the family washing done at home, the washing machine is indispensable because it does the work quickly and cheaply and, if a servant is employed, it helps to keep the servant satisfied with her position.

A report issued by the New York City Department of Health states that, as a rule, clothing washed at home receives a good deal of care and attention and that the danger from infected linen—washed and ironed in the home—is negligible. This is a most important point in favor of having the washing done in the home, especially at this time, when epidemics of influenza and infantile paralysis are so prevalent in both rural and urban communities. When clothes are washed and ironed in the home of the family wearing them, they are not washed in the water with clothes from other families; they do not come in contact with either dirty or clean clothes from other families; and the washing can be supervised so that no diseased person will be permitted to do the work; and so that proper application of disinfectants, soap, water and heat can be made to destroy all vermin and pathogenic organisms. When the washing is done at home, the housewife can select a clean place—free from vermin—in which both the washing and ironing can be done. When the washing is done in the home, every precaution can and has been taken to protect the health of the family and of the community in which it lives.

Cheap and Economical

The washing should be done in the home because that is the cheapest and most economical way. At home, the housewife can supervise the work. She can see to it that dainty clothes and delicate laces are not washed with colored clothes and thus discolored and ruined. She knows what soaps and what disinfectants are placed in the water and she can make a selection of soap and disinfectants which will not eat or ruin the clothes being washed. This saving of wear and tear on the clothes will soon save the price of a washing machine.

An excellent argument in favor of having the wash-

ing done in the home is the fact that when clothes are washed at home under the supervision of the housewife—and that is all that is necessary when a washing machine is used—the housewife knows exactly in what condition the clothes will be when the washing is completed. She knows when the washing will be done and she knows that it will be home ready for ironing when she wants to start the ironing machine or when she may want a particular piece of clothes.

The life of clothes washed at home by machine is much longer than the life of clothes washed away from the home.

Rates for doing the family washing away from the home are too high when compared to the final cost of doing the washing at home by machine where the clothes—without much work—can be given the care and attention they deserve at present high prices for all kinds of clothing. Washing and ironing machines take practically all of the work out of the task of washing clothes. They enable every housewife to have clothes washed and ironed at home under her supervision. They point to the cheapest, the best, the most sanitary and the most economical way of solving the problem of clean clothes.

Washing machines for household use driven by hand, water, gasoline engine or electric power, can be purchased for cash or on long time terms from hardware dealers, implement dealers, furniture stores, department stores, public utility corporations, electric shops and similar specialty shops for from $20.00 up, depending upon the type and materials from which the machine is built. Any dealer will gladly show how a machine can be purchased and used and be paid for as the purchaser saves money from its use.

STANDARD BEDDING ERECTING NEW PLANT

The Standard Bedding Co. Ltd., Toronto, is erecting a new three-storey solid brick, mill construction factory on its present premises, 27-29 Davies Ave. The building when completed will be 25 feet front by 114 feet. A new feature in regard to the heating of the building will be that oil will be used.

The company is going extensively into the manufacture of kapok mattresses and for the purpose of treating this commodity special machinery will be employed to lighten up the kapok. The process and the machinery which will be installed is said to be the first of its kind used in Canada. The company intend to manufacture mattresses exclusively, as heretofore. Mr. James Burrell is proprietor.

OPPOSES MANITOBA'S BUSINESS TAX

S. W. Melsted, manager of J. A. Banfield's furniture store, Winnipeg, appeared before the Manitoba Provincial Tax Commission on behalf of the R. M. A. He submitted arguments against the present business tax based upon rental values. Comparisons were made, showing that retailers were paying an unjust share of the levy. The figures condemned the system. He said that the taxes should be raised from two sources, viz.: a tax on real property assessed uniformly according to value, supplemented by a tax on the incomes of individuals, firms, or corporations assessed progressively according to ability to pay with reasonable exemptions for individuals based upon the normal cost of living.



Group of prominent items from the Stratford Mfg. Co.'s line, Stratford, Ont.

DISPLAYING FLOOR COVERINGS IN WINDOW

Carpets, rugs and oilcloths make effective displays—Make trim attractive and practical—Give this line environment—Colors and design lend charm—Give newness and freshness to displays—Change frequently—Exemplify ideas

CONTRARY to the arguments of many small merchants, carpets, rugs and floor oil-cloths can be displayed very effectively. They are bulky in character, that is true, but that is no reason why they cannot be assembled in a window in an attractive and practical way. The Carpet and Rug World explains how to do it. Naturally this class of goods do not show their intrinsic value and beauty when displayed merely as so much merchandise. Hardly anything does, unless it is an entity in itself. Carpets and oilcloths are not entities, they are only intended to be part of some furnishing scheme, and until they are used in such a scheme their beauties are not apparent.

When floor coverings are shown in a suitable environment, in connection with meritorious furnishings, they lend themselves excellently to the purpose of display. They have color, they have design, and they have interest. Their color, be it bright or sombre or in-between, can be blended in many different ways in a window and made inspiring and attractive. And certainly an inspiring window draws attention. And an attractive window possesses the characteristics of "silent salesmanship" in a most marked degree.

Design is interesting because it is universal. Nearly everything has some kind of design or pattern. Nature is the greatest designer of us all. Man is a second rate designer. In everything we execute and produce we use design, good, bad or indifferent And a floor covering, therefore, being largely design itself, exerts a strong appeal on us.

Undoubtedly the strongest selling characteristic of floor coverings in a window display is what we may call their intimacy. Rugs and oil cloths are inseparably linked with home. When one sees a floor covering one instinctively thinks of their ultimate use, and conjures up their charms and delights. This feeling is associated with rugs and oil cloths, and the greater an observer's interest in his home, the greater will be the observer's interest in a display of floor coverings. This may seem an unimportant selling factor, but the intimate character of a rug or oil cloth for the floor, and the sentiment attached to it is great and important.

In all varieties of window displays, newness and freshness are essential. The best display ever fabricated would be a failure if it were kept in a window day after day for the long period of a year. Better ten floor displays during a month than only one good one all month long. This is an excellent rule to work under. Change your window displays often. Change the goods themselves, and change the idea which they are supposed to exemplify. For example, have an entire blue scheme this week. Make it a living room. Everything in blue, everything in keeping. Everything built up so as to bring out the prominence of the line shown. Even the week following execute and fabricate a brown scheme. Not a complete room this time, only a small grouping. Use a few draperies and a piece or two of furniture with the display. One line at a time is enough. One good floor covering with suitable furnishings. Multiplicity is confusing. It distracts and divides the attention. Then the following week perhaps change the display to a bedroom.

It is sometimes necessary to quote prices in window displays. If this must be done, better do it, not by the yard, but by the entire scheme. That is, work out the approximate cost of covering a room of a certain dimension and give that price. It seems much less to say, "Your living room covered for $20," than it does to say, "this floor covering $2 a yard."

In showing floor coverings in a windaw it is not necessary to execute an entire room scheme. Sometimes a small grouping, or a side wall treatment is quite sufficient to bring out the distinctive beauties. For example, the covering can be used in conjunction with a Windsor chair, or a Colonial sewing table, or placed in front of a background fashioned from Colonial scenic papers. The idea is to create an atmosphere. The oil cloth alone means nothing, it is so much merchandise and nothing more. But in a proper environment it adds to its own merits some of the charm of the surrounding furnishings.

If the average furniture dealer would only stop a minute and do a little serious thinking, he would easily hit upon many ways in which carpets, rugs and oil cloths can be displayed in his window in an interesting manner. A sensible reason for window displays is that salesmen at the present time are very scarce. Labor is at a premium. You want to sell your floor coverings cheaply and as conveniently as you can, and your desire to conserve labor and do with a diminished selling force can be realized—at least partially—through good displays in your windows.

If a dealer is willing to give a little thought and attention to his windows there is no reason whatever why his displays should not bring in a desirable amount of profit. No windows, however, will be worth anything unless they are watched—and we might also say pampered.

PROCESS WINDOW ATTRACTION

The Robert Simpson Co. recently presented a window display of Made-in-Canada oilcloths. But the attractive feature about the exhibit, and the one that drew attention, was that shown in the foreground of the window where the various ingredients that enter into the product were set out—cork in many sizes shellac, etc., all from the raw material to the finished product. The Dominion Oilcloth Co., Montreal, supplied the exhibits.

ADVERTISING SHOULD BE INTIMATE

Unfortunately, a great deal of advertising is printed which is neither intimate nor enthusiastic, but is stiff and repellant to the last degree. If advertising is printed salesmanship, there is much advertising which is deaf, dumb and blind, as far as its selling ability is concerned.

Improving P.E.I. Furniture Store

H. A. Compton & Son, furniture dealers and undertakers, at Summerside, P.E.I., are carrying out a number of extensive improvements in their Central St. store. An additional storey is also being added to the building which will be used as a public hall. The local paper recalls the fact that Mr. Compton was the first merchant in Summerside to import and put into place a plate glass window. He also is a public-spirited citizen, having been largely instrumental in getting water and sewerage systems in the town.

SELLING BABY CARRIAGES IN DISGUISE

Here is a photo of a couple of travelling salesmen taken in Lethbridge, Alta., recently. In Alberta a Provincial law was made requiring every person to wear a mask during the "Flu" epidemic, and a fine was imposed on any person seen on the street or in any store or public building without a mask. There were a great many amusing sights during this time, to see



in the big stores every salesman and saleslady wearing a mask and waiting on the public who were likewise disguised, the most amusing was the black porters on the sleeping cars. Think this over and then draw your own conclusion.

The photo shows a street scene, the man with the photo case in his hand is A. E. Sanders, representing the Sidway Mercantile Co., Toronto, and the other gentleman is Max Bethune, representing The Walter Biton Co., waterproofs, Toronto. You will notice that they are keeping their heads or faces a considerable distance apart, this was a stipulation in the law that was made at that time. Mr. Sanders tells us that durin the epidemic he was in Alberta during the worst time where many were dying daily and he was glad of the protection the mask gave him, as he escaped the terrible disease.

LECTURES ON HOUSE FURNISHINGS

To draw attention to "a month of special attractions in household equipment and decoration," and to introduce a formal display of furniture and house furnishings, the T. Eaton Co., Toronto, engaged Prof. Frank Alvak Parsons, of the New York School of Fine and Applied Art, for a week of lectures, during the first week of April. The professor's talks were given under these headings: Household Decoration, Past, Present; The Relation of Dress to Art and to Interior Decoration. Demonstration by Mannequins; The Uses and Abuses of Decoration; Color Schemes, Their Choice and Their Applications; The Effects of Color on Temperament and on Health; The Art of Selecting and Using Hangings and Floor Coverings; Historic Furniture and Its Modern Uses; The Essential Facts in Every Good Room; Art Education in Its Relation to Modern Industrial and Social Life.

GOVERNMENT FURNITURE AUCTION

About $40,000 was the net result of the auction sale of the effects of the R. A. F., mostly furniture, which was held last month at the factory of Canadian Aeroplanes, Limited, at Toronto, Charles M. Henderson, auctioneer, who conducted the sale in person, declared that it was the largest crowd he had ever witnessed at an event of this nature, nearly 6,000 persons having attended the sale daily, the one exception, perhaps, being on the occasion of the sale when the 13th Hussars left Canada in 1867. The supplies left over after the Rainy River rebellion in 1870 were also sold by Mr. Henderson.

EARNING POWER OF SMALL SAVINGS

If a person through the use of Thrift and War Savings Stamps saves 25 cents a day and allows this money to accumulate for 10 years then, on the 1st of January, 1929, that person will be able to draw out $1,152.62.

If this person continues to save in this manner for 20 years then in 1939 he or she may draw $2,953.30.

If the process were continued for 30 years then on January 1, 1949, $5,766.68 could be withdrawn.

For a good return over a long period it is difficult for the average person to get anything better than an investment in War Savings Samps.

A FAMILY PROVIDER

"Is your husband much of a provider, Milandy?"

"He jes' ain't nothin' else, ma'am. He gwine to git some furniture providin' he gits de money; he gwine to git de money providin' he go to work; he go to work providin' de job suits him. I never see such a providin' man in all mah days."

BETTER HOMES

What has become of the "Better Homes" movement that we heard of just at the commencement of war? Isn't it about time we started it anew, or if asleep that we woke it up? What's the answer, Canadian furniture manufacturers and dealers?

Canadians will welcome a smaller cent especially if the coin is given greater purchasing capacity.—Guelph Herald.

TELLING THE TRUTH IN OUR ADVERTISING

Adopting a standard—Truthful advertising pays—Exercise caution in use of comparative prices— Illustrations should depict the goods described—Instituting a code—Use "bargain" only when bargain is offered—Shun pet phrases

BECAUSE of the constant temptation that confronts employees of retail stores to think of the immediate sale, regardless of the influence which exaggerations in advertising may have upon future relationships with the customer, many retailers have adopted standards for the guidance of all employees, says a bulletin issued by the Associated Advertising Clubs of the World. It goes without saying, declares the bulletin, that truthful advertising is the only kind that pays in the long run, and it is upon this thought that stores have taken every precaution against untruth in their advertising. For example, a certain store in Milwaukee has adopted what it calls its "Code of Truth," the provisions of which are interesting.

Good Taste

GOOD taste in home furnishings does not necessarily imply that they must be expensive, although some people appear to feel that this is true. Careful selection has vastly more to do with the tasty furnishing of the home than the lavish use of money. We are in a position to furnish our customers with that which is the most appropriate for their needs, whether it be the best of period selections at prices which are commensurate with the materials and labor involved, or that which is produced to sell for less money.

If you desire to put any problems in correct furnishing and tasty arrangement up to us we shall gladly give you the benefit of our experience and our unbiased judgment as to what we believe will give you the greatest degree of permanent satisfaction.

The Great Western Furniture Co.
(Limited)

On Twenty-first Street between Second and Third Avenues,
SASKATOON, SASK.

"All sizes" may be used only when a complete stock of all sizes is actually on hand.

The word, "Bargain," may be used when goods are actually priced below regular, and its proper use is encouraged.

"Best" is prohibited, the store holding that through misuse it has lost its meaning in a store advertisement.

"Entire Stock" is permitted only when the sale described literally includes everything of the kind in the store, and nothing may be hidden or held out in such sales.

The store permits comparative price advertising but cautions great care.

Competitors may be referred to, but always in a complimentary manner.

"At Cost" and "Below Cost" must not be used even when true, because the public looks upon such statements with suspicion.

All illustrations must be exactly descriptive of the goods advertised unless it is plain that the cut does not pretend to illustrate any particular item.

"Damaged" must always be used in connection with the cause of the damage.

"Former Price" must refer to the price of an article before a permanent reduction was made and in most instances, the store's bulletin on the subject suggests, this means merchandise not quite up to date.

The store urges its people never to hesitate to say that an article was carried over from the previous season, when it is true. Great care must be used in employing such expressions as "Fortunate Purchase," "Sample Lot," "Manufacturers' Overstock" and other similar phrases. They cannot be used unless literally true. A 59 cent article marked 33 cents, the bulletin suggests, is not half-price and the heading "Half-Price" may not appear above it. Great care must be used in employing such expressions as "Half-Price," "One-Third Off" and similar phrases.

The bulletin urges that the customers be warned that the quantity is limited or that a certain price is available "while the quantity lasts" in every case where there seems to be a chance that one day's sale will exhaust the supply.

"My Lady's Boudoir"

Solid Mahogany Bedroom Suite.

DESIGNED IN THE ADAM PERIOD

A distinct compliment to Brandon—and to the home that may soon possess it.

There is nothing that cements home happiness more surely and securely than a righteous pride in home.

A June bride—or any other bride—who starts life with her dream home a reality, is sure of complete contentment long after she gets to know her husband.

SEE "MY LADY'S BOUDOIR" IN OUR WINDOW—IT'S ONE OF THE DREAMS OF THE BRIDE-TO-BE COME TRUE.

The suite is of solid mahogany in the Adam Period design, with solid mahogany Bed, a wicker-topped Bench, a dainty Table, a wicker-backed Rocker and Chair, a wonderful Chefferobe and the most beautiful Vanity Dresser you ever laid eyes upon—Complete, the suite is the best ever displayed in Brandon.

Campbell & Campbell

Complete Home Furnishers.

Because the truth-in-advertising movement is subscribed to and backed by advertisers and advertising mediums alike, it is often possible to obtain results

even in cases where it might be hard to prove a violation of a truth-in-advertising law.

A case in point is that of a Detroit advertiser whose statements as to values, which might have been difficult to prove untrue in court, were nevertheless exceedingly doubtful, and certainly were not of a character to inspire public confidence in advertising. The local committee took the matter up with the newspaper in which the announcement of the merchant had appeared, suggesting that the paper should be as careful in protecting its readers as it would be in protecting itself against the possible poor credit of an advertiser—that the fact an advertiser has the money with which to pay for space is a comparatively small consideration. The manager of the newspaper agreed to examine future advertisements submitted by the store. Two days later, the store sent another large advertisement to this newspaper. According to previous instructions, this "copy" was submitted to the general manager of the paper. He declined to publish it, suggesting numerous changes. These changes were later made and the advertisement was published. Since then, this advertiser had learned that it takes more than money to buy advertising space in that community—that he must show that his advertisements are fair to the reader.

STANDARDS OF PRACTICE

There are some interesting thoughts for business men in "standards of practice" which have been adopted by various advertising organizations and business houses. These standards are worth reading. The Advertising Club of Los Angeles, requires every member of the Club to subscribe to these rules when he joins:

"We pledge ourselves to remember that advertising is and should be, first of all, an exponent of the square deal, and that it is only when business men put the interest of the buying public first that they take the best advantage of their opportunities.

"We will not, at any time, knowingly do anything which will injuriously affect advertising, nor will we carelessly speak ill of any advertising medium.

"We will work together to the end of making all advertising more truthful, knowing it will then be more effective and of greater benefit to the buying public.

"We will exercise care, individually, at all times, to see that every advertisement with which we have anything to do shall measure up to the plain, simple truth. We stand firmly for constructive advertising and condemn, without reserve, all forms of destructive advertising.

"To each other we pledge patient service toward the upbuilding of advertising in this community.

"To all business men of this community we pledge co-operation toward the advancement of the community's business along sane and proper lines.

"To the public whom we as a Club serve primarily, we pledge our best efforts to make advertising the servant of the people in the truest sense."

WHY CUSTOMERS DON'T COME BACK

There are few businesses which do not rely on the repeat customer or on the good-will of the customer for their growth and prosperity.

Even if you are selling suspension bridges or real estate, there is a strong probability that if your first sale is satisfactory to the buyer you may be able to secure other business from the same source.

For the owner of a retail store to give the utmost satisfaction to every customer is vital, of course. Many merchants know that they are losing old customers and are unsuccessful in holding the trade which they should have, but are in ignorance as to the reason why.

An illuminating report was made by Homer J. Buckley, of Chicago, in an address before the Associated Advertising Clubs. He made an investigation to learn why people who had bought goods of a certain concern had discontinued their patronage.

The causes were:

Indifference of salesmen	47
Attempt at substitution	24
Errors	18
Tricky methods	17
Slow delivery	16
Over-insistence of salesmen	16
Insolence of employees	16
Unnecessary delays in service	13
Tactless business policies	11
Bad store arrangement	9
Refusal to exchange purchase	6
Poor quality of goods	1

What concerns the clerks, the salespeople, and all merchants, is how to sell, and sell with satisfaction.



Does a delivery service pay? Here is one answer. The recognized advantage of motor cars for delivery purposes is demonstrated by this battery of cars used by the Robert Simpson Co. Ltd., of Toronto.

SALESMANSHIP — "HUNDRED POINT MEN"

Foundation of salesmanship is truth—Salesmen should know underlying principles—Selling requires thought—Requisites for success—Salesmen made not born—Laws to be obeyed —Salesmen continually sowing seeds to ripen

By GEO. A. SIMPSON, Hamilton

The subject of "Salesmanship" is one that has been discussed from all angles. We have heard a hundred different views from a hundred different people, and I am free to admit that but very few of them analyze the subject to the point of rendering a service to the salesman who hears the discourse. In other words—they deal with the subject in the abstract rather than in the concrete. In my judgment, what a salesman ought to know and understand should relate to the underlying principles pertaining to salesmanship, that is, he should be familiar with the principles which would enable him to take care of all the preliminaries necessary to bringing the transaction up to the point of getting the name on the dotted line. The question of selling is one that requires a great deal of thought and for any man to become proficient in this science it is as necessary for him to study all the elements that enter into his success as it is for a surgeon, doctor or lawyer, or any other professional man, to make a study of his profession before he becomes recognized.

We have heard that salesmen are born, and "a born salesman" is a common expression. In my judgment, this is wrong, and I maintain that any young man, endowed with common-sense fair personality, good health and the love of work fairly pronounced, can, with the right amount of study, become a successful salesman. The truth, as always, lies between the two extremes. There is no salesman so born to his duties that he can dispense with a knowledge of the goods he sells, or so independent of experience that practice teaches him nothing he did not know. You should know what you want to do, then hold the thought firmly and do every day what should be done and every sunset will see you that much nearer to the goal. Now the question is—What should he study and how can he prepare himself?

There are certain laws that must be obeyed and certain conditions that must be respected. These conditions, principles and laws do not pertain to the impossible or the mysterious, neither are they beyond the reach of the man who is sincere and who is determined to succeed; but they must be taken into account and reckoned with before we can lay claim to being successful salesmen.

I maintain that the real salesman is the man who is continually sowing seeds that will ripen into profits on future sales—the man who is building up, through his personality, honesty and fair dealing, a following who believe in him and respect him—one who is forging a chain of satisfied customers over the entire territory he covers, and thereby creating an influence that not only means other sales, but more links in his chain. Such a man is an asset to the interests he represents and his services will always be in demand.

Salesmanship is that power resulting from a combination of certain qualities and faculties, mental, spiritual and physical, which enables him who possesses it to successfully influence a high average of those he interviews to purchase, at a profit, mark you, that which he has to sell.

I will touch briefly on some of the essential qualifications that are, in my judgment, necessary for the salesman to understand. Take for instance,

The Science of Thought

Thought is not, as is often supposed, a mere indefinite abstraction, or something of a like nature. It is on the contrary, a vital force, the most vital and irresistible force there is in the universe.

In our laboratory experiments we are demonstrating the great fact that thoughts are forces. They have form, and quality, and substance, and power, and, furthermore, we are finding out that there is what we call "science of thought." Through the operation of our thought forces we have creative power. The spoken word is nothing more nor less than the outward expression of the workings of these interior forces. The spoken word is, in a sense, the means whereby the thought forces are focussed and directed along any particular line. This is concentration of thought, and there is no question in my mind that if we concentrate and then apply the expression of that thought in well-spoken words we will accomplish our purpose. Neither is there any question in my mind that if a salesman goes after his prospects with a determination to get the order, and then concentrates his thought on his prospect and the ends he wishes to accomplish, he will, if he expresses himself right, land the order.

Thoughts are forces: "Like builds like, and like attracts like." If we govern our thinking, we determine our life.

The law of attraction between mental and material things is wonderfully exact in its workings. People ruled by the mood of gloom attract to them gloomy things. People always discouraged and despondent do not succeed in anything, unless it is in making other people unhappy. They live only by burdening others.

The hopeful, confident and cheerful attract the elements of success, and they become a power and an influence for good in any community. In a salesman a disposition of this kind is invaluable.

This may be new sales gospel, but it has been proven to the satisfaction of all real students of business that the most sucessful man is he who is sure of himself. He who is optimistic and cheerful impresses the world with the fact that he is supremely confident always; and the world of business has every confidence in the man who has confidence in himself. If our outlook is optimistic and our confidence strong, it naturally follows that we inject enthusiasm and clear judgment into our work, and therefore we have a tremendous advantage over those who are inclined to be pessimistic and nervously fearful that their judgment may be wrong, or those who lack confidence that comes with a right condition of mind, which counts so much for success in a salesman's career. In our mental lives we can either keep hold of the rudder and steer the course to success, or we can fail to do this and drift on to the rocks of failure.

Stratford Furniture Employers and Employees Agree

The Board of Conciliation constituted to deal with the Industrial Disputes Investigation Act, so far as it applies to the differences between the Furniture Manufacturers Association of Stratford and their employees, has presented its report.

The Board, consisting of Judge D. McGibbon, chairman; J. F. Marsh, representing the employees, and Joseph Orr, representing the employers, held meetings at Toronto, on January 13; Stratford, January 20, and February 3 and 4; Hanover, February 18; Kitchener, February 20; and Montreal, February 25 and 26, when evidence from both employers and employees was presented.

The matters discussed were hours of labor, overtime, wages, strikes, and slack periods. The Northern Ontario manufacturers made a suggestion of a maximum working week of 54 or 55 hours, with a weekly wage based on the present scale for 59 or 60 hours, providing all Canadian furniture manufacturers adopt the suggestion, and that time and a half be paid for overtime work when the entire factory is operating under power, but not otherwise.

The meeting at Kitchener likewise adopted the Hanover suggestion. Because opinion was not unanimous at Montreal no resolution was presented, but the factory schedules were filled. Two further meetings were held at Stratford, and after discussion the Board was able to bring the negotiations to a successful issue.

In the negotiations it was shown that a wide difference existed between the rate of wages in the various centres, Stratford paying about the highest in the industry. The new schedule works out for a nine-hour day, except on Saturdays during June, July and August, when the plants will close at 12 noon; overtime to be paid as time and a half; and wages to be based on a present 59-hour week for 54 hours' work.

In their conclusion the Board feel that it is likely the Stratford agreement will become general throughout the entire industry by May 1st, and that it will affect about 11,000 employees. The Board also recommended to the Minister of Labor the institution of an Industrial Council such as the Whitely Council in Great Britain, whereby the furniture manufacturers associations of Canada and the labor unions representing employees could discuss, and if possible, settle all disputes between employers and employees.



Diner 99A—From the line of the Ball Furniture Co., Hanover.

EMPLOYERS AND EMPLOYEES SIGN AGREEMENT

An agreement has been made between The Globe-Wernicke Co. Ltd., of Stratford, and their employees, the local unions of Carpenters and Joiners, and Painters and Decorators, effective from February 1st, and from year to year making the hours of labor nine hours daily except on Saturdays during June, July and August, when work shall cease at noon. Overtime will be paid as time and one-half.

Wages are to be paid on a basis so that employees will receive for 54 hours work, an amount equal to that which was being paid for 59 hours. In case of disagreement there shall be no cessation of work until the highest representative of both parties have failed to come to an understanding.

During slack periods preference shall be given to reduction of hours of work, rather than a reduction in workmen who may be looked upon as members of the permanent staff.

INCREASE BELL FURNITURE OUTPUT

The Bell Furniture Co. are installing new machinery in their plant at Southampton, Ont., which will allow of a greatly increased output. One of the new machines is the very latest in the line of a sander.

SELLERS KITCHEN CABINET BY-LAW PASSED

The Sellers Kitchen Cabinet Co. by-law was passed by the Southampton, Ont., ratepayers, with only eight dissenting votes. The plant will be running in less than two months, the Bell Company's chair factory having been taken over for this purpose, as mentioned in the last issue of Furniture World.

NEW YORK AS FURNITURE CENTRE

The Merchants Association of New York has issued a very comprehensive booklet of nearly 70 pages dealing with the furniture industry as it affects New York City and as it compares with other centres in the United States. In the foreword, Alfred L. Smith, manager of the Industrial Bureau of the Association, notes the readjustment period we are passing through, and with this in view the report covers present conditions and the trend of new development.

The booklet report is divided into six chapters dealing with New York as a manufacturing centre; as a market; as a source of wood supply; on manufacturing costs; wages and labor; possibilities of the export trade. Readers of Canadian Furniture World may obtain a copy of the booklet on request to the Association offices.

HOME OF CIRCASSIAN WALNUT

Circassia, where Circassian walnut comes from or as it is better known, Georgia, has been declared a republic. This new republic occupies that mountainous tract of country lying between the Black and Caspian seas. The Caucasus mountains, the cradle of the human race, separating Asia from Europe, stretch across Georgia.

ACCOUNTING SYSTEMS *and* CREDIT BUSINESS

Lack of machinery brings credits into disrepute—Correcting the evils—What modern systems accomplish—Preserving the records—Make for efficiency and simplicity—Supply requirements for retail business—Good service given

By W. L. EDMONDS

LACK of efficient machinery and absence of adequate system are the evils which bring the credit system in the retail trade into bad repute.

When a manufacturer discovers inefficiency in his machinery or defects in his business methods he endeavors to secure more efficient machinery or to correct his business methods as the case may be. He doesn't come to the conclusion that because of the defects he has discovered machinery should be discarded and that system should be thrown to the winds. Knowing that this would be the height of folly he concentrates his mind upon the consideration of ways and means that will correct the evils he has discovered.

With modern accounting systems it is an easy matter for the retailer to conduct a safe and successful credit business.

Being a distributer and not a producer, the retailer does not use machinery in the same sense as a manufacturer does. But he uses machinery just the same. If he doesn't his store is not efficiently equipped. And where there is inefficiency of equipment there must necessarily be inefficiency of service.

As ninety-five per cent. of the retail business of the country is conducted under the credit system it naturally follows that the machinery and the methods employed in carrying it on should be of the most efficient character possible. If in both respects efficiency is not employed trouble is bound to follow.

As far as machinery for looking after the credit system is concerned, there is an ample supply. All the retailer has to do is to pay his money and take his choice. If his business is of such a character that he deems it necessary to install the complex double entry system, all he has to do is purchase the necessary books and employ a bookkeeper competent to look after them. If all that he wants is efficiency without complexity that is also at his command. As it is the latter system which the average retailer wants, and should want, it is that in which he is most interested.

As a matter of fact some of the machinery which is available for the keeping a record of credit sales is so characterized by both efficiency and simplicity that it is fully competent to supply the requirements of any retail business, whether it be large or small and at a cost, both in the original outlay and in maintenance, which is little short of remarkable for the service rendered.

The first requisite in any system of bookkeeping is of course the preservation of a record of the sales which have been made on the credit basis. This system must be thorough and in accordance with the requirements of the business. Because of the complex character of the old systems in the years gone by many a retail store, particularly the smaller kind, was without effective bookkeeping methods.

Even to-day, in spite of the extraordinary developments which have taken place in regard to bookkeeping methods, we occasionally hear of instances, even in large stores, where the system employed is totally inadequate for the requirements of the business. As bookkeeping is now made compulsory by law we occasionally hear of cases before the courts where no books of any kind are kept.

But while the first essential of bookkeeping is the preservation of records, the most up-to-date systems specially designed for the retail trade provide for even more than this. One thing which at least some of them do in addition to preserving records is to provide the facilities for invoicing. And what is more, automatically providing the invoices.

The latter provision is of almost untold value, particularly where the retailer's facilities for looking after his accounts are limited. And the saving of labor entailed is not the only consideration. For being automatic these modern systems of accounting enable the retailer to ascertain when each and every credit sale is made the exact amount that the customer owes him. The advantage of this is obvious, for he does not have to turn up his books, possibly at a time when he can ill-afford to spare the time to do so, in order to ascertain how the account stands, as the record is provided with each sale. Furthermore it enables him to judge when to apply the brakes to a customer whose account is running to dangerous proportions. And last, but not least, it facilitates the collection of accounts.

In a word the great advantage of these modern systems of bookkeeping for the retail store is of a two-fold nature. In the first place it provides at a minimum of labor the most effective of accounting machinery. In the second place it prevents an account running, without the retailer being aware of the fact, to an undue length. And in the third place it facilitates the collection of accounts.

BILL PEARSON BROUGHT IN THIS

If you think this is a mild winter, ask a big Toronto furniture drummer who recently went to bed early in order to get up to catch one of those morning trains out of Owen Sound. He had just got nicely to sleep when there was a knock at his door. "Four o'clock," said the voice without. He dozed off again. Came a second knock, "Four-fifteen, the bus leaves in five minutes." "Hold that bus," he yelled as he scrambled into his clothes. When he rushed downstairs the bus was evidently gone, so he continued his flight to the station. It was dark. He looked at his watch. It was eleven o'clock. Also it was below zero. Now he's swearing he'll get even with the fellows who put up the job.

Some Don'ts for Clerks

Given to employees by Regina Trading Co., of Regina

READ these few suggestions over carefully and profit by them. They will give you an idea of some things to be avoided in service to customers.

Don't fail to be on time in the morning.

Don't delay your stock work; do it now.

Don't lay your salesbook on the counter to be covered up with merchandise.

Don't assemble in groups and gossip, be on the lookout for customers.

Don't talk in a loud voice, the ordinary tone is better and indicates culture and self-control.

Don't fail to rise if seated, and to greet your customer pleasantly.

Don't say, "Lady, are you waited on?"

Don't fail to say, "Madame, have you had attention?" "May I be of service to you?" "Are you receiving attention?" or "May I interest you in this?" (Some article or line of merchandise that is on display.)

Don't discuss personal or house matters in the presence of your customers.

Don't fail to give your customer your undivided attention.

Don't address your fellow workers by their given names in the presence of customers; always use the prefix Mr. or Miss.

Don't fail to impress your customers with the fact that there are other departments and other goods on sale besides your own.

Don't use terms of endearment when addressing customers.

Don't make mistakes, it costs much to correct them and indicates inefficiency.

Don't make promises to customers that you cannot fulfil.

Don't use gum, tobacco or liquor during working hours.

Don't fail to give considerate attention to the small buyer as well as to the large one.

Don't worry if customers are exacting. Do your best and overlook their actions.

Don't fail to make your checks our correctly in every particular.

Don't be afraid to use someone else's good ideas. The world would never have advanced if it had not done the same thing.

FURNITURE OUTLOOK GOOD

The furniture market is quite promising. Price changes are not looked for by manufacturers, at least not as far as declines in quotations are concerned. The argument in the trade is that prices were not advanced to the extent that the higher price of materials and wages would have warranted during the war. There has been a slight reduction in prices for some of the materials during the last four months, but these have been comparatively small. Materials are more readily procurable. The demand for the better class of furniture is stated to be good. Downward price revisions are some distance in the future, and they are not expected to be drastic when they do occur.—Toronto Globe.

WHY FURNITURE IS COSTING MORE

The National Association of Chair Manufacturers has given out a comparison of costs as between the years 1913 and 1918. Here is the result:

Increase last year in cost of material, 43 per cent.

Increase last year in labor, 82 per cent.

Increase last year in overhead, 87 per cent.

Increase last year in output value 62 per cent.

There was a decrease in the number of chairs produced last year of 35 per cent. as compared with 1913.

ABOUT COLLECTIONS

An old adage says "short accounts make best friends." How true this is, everyone in business knows, as the older an account gets, the harder it is to collect. The tendency in business everywhere, is steadily towards a purely cash basis or shortening of credits.—Enterprise News.



Bed No. 276—7.75.
Made by the
Ontario Spring Bed Co., Ltd.,
London, Ont.

AMERICAN OPINION *of* FURNITURE OUTLOOK

Adolph Karpen of S. Karpen & Bros., Chicago and New York, tells of conditions that prevail across the border—Prospects most promising—Value of discipline and visits abroad—Has taught appreciation of comforts of home

PERHAPS never before in the history of the furniture trade have the conditions been so auspicious and the outlook so promising as at the present time. In many ways conditions are similar to the reconstruction period after the Civil War, with the exception that this country has not been devastated, homes have not been destroyed in the manner of actual warfare and what suffering has been undergone, aside from the loss of men and material wealth, has been more in the nature of deprivation of the things to which we were accustomed before the great conflict than in the actual destruction of homes and household goods as suffered on the European continent.

Business of all kinds not catering to the needs of the Government or the furnishing of war supplies has been penalized. Raw materials, steel, iron, wood fabrics, glue and a number of other essentials entering into the manufacture of furniture have been limited to a certain output, and only those concerns which by foresight or the ability to purchase large quantities before the war have not suffered from limitation. The natural result has been a limitation of the output of furniture. The withdrawal of hundreds of salesmen from the road, the entrance of thousands of others in the national service, including important employees. has had a tendency to slow down the manufacture of furniture, and consequently has reacted on the business of the retailer and jobber. The condition of trade so far as the manufacture of furniture is concerned has been a passive one and take-it-or-leave-it attitude, the policy of supplying regular customers and old buyers with little effort to extend business to new fields.

With the rise in prices on nearly every article entering into the making of furniture came the natural increase in prices from the manufacturer to the retailer, who in turn passed this increase on to his customers. Never before has it been demonstrated that furniture is a necessity to better effect than this war has done, as purchases continued, though naturally in a lessened volume, up to the close of the conflict, and left dealers with but skeletons of stock on hand in many localities. It is useless to conjecture the millions of dollars lost through the war to the dealer and manufacturer. However, it cannot be really said that this business has been lost as the need for the furniture still remains, and it is this gradually interrupted current of buying, stopped at the beginning of the war and continued in diminished volume up to the present time, that will again take its course—has, in fact, taken it—and will make the years 1919 and 1920 according to all conditions the most prosperous the furniture trade has ever witnessed.

The drastic effect of enlistment and mobilization, which called several millions of young men away from their homes and in a way wrecked their domestic plans for the future, had an immediate effect on the business of the retailer, and purchases made just prior to the war were in many cases cancelled, the installment men feeling particularly this phase of war conditions. The newspapers of New York and Chicago contained hundreds of classified advertisement of families selling household goods because of the war, taking more limited quarters because of the enlistment of the sons or the husband.

Now all this is reversed, and the young man who went away on our entrance into actual hostilities or about that time, is looking forward more intensely than ever before to the day of homecoming, and has learned to appreciate the comforts of a good home in a way that no other experience could have taught him. The wet trench has been exchanged for the downy bed; the camp stool or ledge of rock for the evening chair or comfortable rocker. Home has taken up a new meaning to the men who went abroad or entered camp in this country.

But the war has accomplished more. It has taught him the essentials of citizenship. And more important than anything, the young soldier has been taught the value of discipline. Incidentally it has taught the young men, in a manner they could never otherwise have learned, the value of good home furnishings and good furniture. The soldier and the sailor have lost the provincialism of the past; they have become men of the world; they have been billeted and entertained at the best homes; they have been in the best hotels of this country and abroad. They have read the newspapers of the great cities, and have seen the windows of the great stores of large cities with their wonderful suggestions and up-to-date styles. They have learned to distinguish the good from the cheap, the ill-designed, the shoddy from the artistic and the fine.

The young officer, who was once a salesman or employee in some humble capacity—accustomed to the sordid surroundings of the small town and its drab atmosphere of mediocrity, but later quartered in a French chateau or in one of the fairyland cities of the Rhine—who has seen the styles of Louis XIV, XV and XVI, the Gobelin tapestries and Sevres ware, will find it hard to reconcile himself again to the crude style of furnishing in his home city. He will want at least some improvement—the germ has begun to work.

FROM FURNITURE FASHION CENTRES

Interior decorators in New York are said to be swamped with work.

Painted furniture is having unusual vogue across the border, artists of ability are turning their efforts toward creating furniture of this sort.

Mr. Jarrett, of the North American Bent Chair Co., Owen Sound, who was at the front with the Canadians, managed while there to see something of the furniture situation in France and Belgium. He believes that there is a field for Canadian furniture in France for several years, and in conversation with a Paris furniture man found this opinion was also held by him.

KNOBS *of* NEWS

The town of Delisle, Sask., was burned last month.

Dockerill Bros., Halifax, N.S., are enlarging their upholstering factory.

Morris Michnik intends to erect a $20,000 mattress factory at Hamilton.

Jas. Lacroix' furniture workrooms at Ottawa, were burned recently. Loss $5,000, partly insured.

The Antique Furniture Makers have been incorporated at Winnipeg. Rachael Provisor is head of the company.

Alex. Barrie's furniture store at Midland, was somewhat damaged by smoke from a fire in a nearby business block recently.

The Montreal Stuff-over Furniture Co., and the Colonial Store and Office Furniture Co., Montreal, have been registered.

The Kay furniture stock at Toronto, is being moved into the Murray-Kay store, so that all departments will be under the one roof.

Goodfellow & Blair, furniture dealers, Westport, Ont., have dissolved partnership. D. L. Goodfellow is continuing the business.

Geo. H. Hees & Son, Ltd., makers of window shades sustained a fire loss in their factory at Quebec city recently. The factory was insured.

Harry Sargent's furniture store at Midland, Ont., together with its contents, was destroyed by fire on March 22. The premises were insured.

G. E. McCullough, advertising and sales manager for the Ideal Bedding Co., Toronto, has resigned to become manager of the Canadian Advertising Agency, Ltd., Montreal.

Norman Robson, an employee of the National Table Co., Owen Sound, Ont., died from the effects of an accidental discharge of a revolver in the hands of a companion about a month ago.

Potters, Ltd., Winnipeg, Man., has obtained a provincial charter with a capital of $200,000 to take over Edgar R. Potter's wholesale furniture business. Mr. Potter will retain chief interest in the new company.

The Grimsby Steel Furniture Co. Ltd., has been incorporated with a capital of $60,000, to make, import and deal in steel furniture, folding chairs, opera chairs and steel specialties of all kinds. Head office, Grimsby, Ont.

NEW FACE ON SALES STAFF

We present to our readers a photo of Mr. F. W. Jarrett, a new addition to the travelling sales staff of the North American Bent Chair Co., Owen Sound. Mr. Jarrett is a former employee of the Bent Chair Co., having been a member of the office staff for five years before enlisting for overseas service in the 147th Bat-



talion, in 1917. He was through many of the important engagements of the past two years, including Passchendaele, where he was slightly shell-shocked.

He returned recently to Canada with the 4th C. M. R. and his old employers were glad to be able to offer him a better post than he had before going overseas. He is taking J. M. Adam's territory and will cover practically all of Ontario. Mr. Adam has linked up his interests with the Renfrew Refrigerator Co.



Chair and rocker, from a suite made by Woeller, Bolduc & Co., Waterloo, Ont.



THE PULLING POWER OF POPULARITY

An interesting study of the part played by popularity in promoting trade for the retail merchant in the furniture line

POPULARITY plays an important part in pulling trade for the average retail dealer. It is a factor that the retail merchant—especially the smaller dealer—cannot afford to overlook. It goes without saying, says an American exchange in the course of an interesting article on this subject, that the dealer who is popular will win a great deal more profitable trade to himself than the one who is either a grouch or colorless as far as the like or dislike of the community go.

The matter of being popular is not one of luck or happenso by any manner of means, for one has not to travel far to discover that some of the most popular dealers are plain of features, blunt of manner, and many of them not conspicuous for business shrewdness

Just wherein then does popularity lie, and can a knowledge of the underlying principles of popularity be acquired like a course in typewriting or penmanship? Yes and no. The secrets of popularity are not mysterious at all and they can be learned by the man who is anxious to learn.

The "know it all" who thinks that he is the sum of all wisdom or that he does not put much stock in the other fellow's advice, will probably not benefit much, for he will not try to benefit.

LET it be recorded right here that the retail business is peculiar to itself, in that it caters repeatedly and endlessly to housewives who either become loyal and devoted customers, or who are unconsciously watching for some excuse to go elsewhere.

The business man in the furniture line who can read the following advice and feel that he needs none of it, is a rara avis and it is dollars to doughnuts that if each reader can get one principal point to put into operation, that it will mean a surprising increase in cash in bank at the end of the year.

THE dealer who is popular is the one who does more than stock his store, insert an occasional advertisement in the newspaper, and wait on people who come in with their requirements all ready to voice. Anyone can do that. Popularity depends, however, upon a real knowledge and appreciation of human nature.

To begin with, our popular merchant must be public-spirited, remembering always that the man who plays ball must toss occasionally as well as catch. This does not mean that he is to be an easy mark for every solicitor, for it is easy enough to set aside a percentage appropriation for public promotion work, and if you think that you are being held up without rhyme or reason, to say that, much as you regret it, your appropriation for contributions to work of that kind does not permit a subscription, which is a much more tactful way than to say, "I don't believe in your old scheme. There's nothing in it for me." Just the same, the popular merchant must take part with both personal influence and financial help in those things which stand for community welfare in the locality in which he is situated.

THE next step in popularity is to be genuinely interested in individual customers who come to you in person or who telephone their orders, or whose orders are taken by solicitors for the store.

When a customer comes to the store in person, the wise business man does not eye her critically as much as to say, "I wonder where you escaped from last," and if asked for credit uses reasonable tact, saying perhaps in substance, "We shall be very happy to have your patronage and are sure that you will be satisfied with our service. It is a rule of the firm, which of course you understand is a business necessity, that each charge customer give a couple of references which we can look up. This is quite as much for the protection of the customer as for ourselves, because if we are unfortunate enough to give credit to a number of people who are not financially responsible, it means a heavy loss, which in the end we have to charge up in the price of our goods. I am sure you understand."

One merchant who couldn't understand the reason that he was not popular, prejudiced many by his senseless attitude in meeting requests for charge accounts. He always treated the applicants as though they were begging the goods for nothing, and never seemed to get it through his head that it was quite as much to his interest to gain customers as for the customer to find a supply man.

THE next step in popularity is absolute fairness and integrity. The business man who shows an unwillingness to take undue advantage will gradually win an enviable reputation. Be fair. Make adjustments cordially. Remember it is quite possible that your deliveryman left a parcel at the wrong place, or that the order was not properly filled, or that there was an error somewhere. Look the matter up in justice to yourself, but give the customer the benefit of the doubt. It pays. Then, too, a grudging adjustment cancels all the advertising and good-will benefit of the transaction.

Never misrepresent or permit employees to misrepresent a single item in your advertisements or store representations. Insist that everyone tells the truth because it is the only sensible thing to do and the only sound business policy to follow. In the end this will establish confidence in you and your service, and confidence is the very basis of worthwhile popularity.

THE STICKER

It's easy to cry that you're beaten, and die,
It's easy to crawfish and crawl,
But to fight and to fight when hope's out of sight;
Why, that's the best game of them all.

And though you come out of each gruelling bout,
All broken and beaten and scarred—
Just have one more try. It's dead easy to die,
It's keeping on living that's hard.

—Robert W. Service.

Prices of Stoves

(From Manufacturers' Standpoint)

Is there any likelihood of a reduction, and are dealers justified in holding off purchasing in expectation of lower prices? These questions are frequently asked, and we think it well to outline the position at present, and our opinion based on same.

In the first place the manufacturers of stoves have



Illustrating a properly and securely tied load of furniture through the use of rope.—Cut courtesy of Columbia Rope Co.

been extremely conservative in making advances, and these increases were only put into effect when it became absolutely necessary and were never sufficient to cover the increased cost of production.

Every dealer, who handles gods made of steel or iron, knows that in practically every line of goods manufactured from these materials the advances were very much greater, in fact in some cases double those made in the stove line.

Plain black steel sheets, which before the war could be laid down at $42.00 per ton, now cost, even at the slightly reduced figure recently put into effect, $105.00 per ton, or two and a half times as much as before. Polished sheets in the same proportion.

The same conditions apply in the pig iron market. As for other materials, such as asbestos, bolts, rivets, platers' supplies, etc., there have been no reductions whatever, and none are likely. Labor which in the manufacture of the modern stove is much the largest item, there is no possibility of any reduction in. Instead, since the first of the year, molders' wages have been advanced.

In addition to these direct costs, the overhead expenses, including salaries, traveling expenses, freights and all those items that go into the expense account are steadily advancing with no likelihood of any relief for a long time.

In view of these facts, everyone can judge for himself as to the future course of prices. In our opinion there can be only one conclusion—that there is no likelihood of any reduction until more favorable conditions are brought about both in materials and wages.—Enterprise Foundry News.

At night, says a successful furniture merchant, I store my mind, and by day I mind my store!

TURNING CURRENT EVENTS INTO CLEVER COPY

The merchant with an ability for copy writing will do well to take advantage of the happenings of note in his town and especially that which directly concerns his store.

To illustrate: A runaway horse dashes through the window of a merchant's store. Next morning the merchant's advertisement was headed:

"We don't blame the horse for wanting to go through that window after he had seen the nice display of bedroom suites, he thought he had never seen anything so fine before and therefore he went through the glass to get them, etc."

Another merchant's store was visited by robbers. The next day he had in his window a display of articles similar to those taken, placarded as follows:

"This is the kind of hall tree the thieves were after. They got it."

On another article:

"Then they saw these fine rugs and took one for good measure. Those boys knew good goods."

With a little thought on your part you can find hundreds of instances that you can turn into human interest copy.—Southern Furniture Journal.

COST FINDING

From the experience of cost-finding, we believe we may argue for:

1. Standardized accounting systems, suited to the various industries.

2. Cost and profit accounting for individual products.

3. Reasonable standardization of products and elimination of excessive costs due to unnecessary multiplication of styles and types.

4. Compilation and issue of current, basic trade information.

5. Conferences between industries and Government for the exchange of proper and useful views and information.—William B. Colver, Chairman Federal Trade Commission.

IT'S ALL IN THE STATE OF MIND.

If you think you are beaten, you are,
  If you think that you dare not, you don't,
If you'd like to win, but think you can't
  It's almost a "cinch" you won't.
If you think you'll lose, you've lost,
  For out in the world you find
Success begins with a fellow's will,
  It's all in the state of mind.

Full many a race is lost
  Ere even a step is run,
And many a coward fails
  Ere even his work's begun,
Think big, and your deeds will grow,
  Think small, and you'll fall behind,
Think that you can, and you will,
  It's all in the state of mind.

If you think you're outclassed, you are,
  You've got to think high to rise,
You've got to be sure of yourself before
  You can ever win a prize.
Life's battles don't always go
  To the stronger or faster man,
But soon or late the man who wins
  Is the fellow who thinks he can.

—Author Unknown.


The
Biggest
Proposition
in the
Talking Machine
Field
the
Pathephone
Pathé Frères Phonograph
Sales Company
4-6-8 CLIFFORD STREET
TORONTO

Talking Machines in the Furniture Store

ATTRACTING AND HOLDING CUSTOMERS

Location an asset for the dealer handling talking machines and records—Publicity, equipment, stock and service are requisites—Essential factors making for success—Don't forget overhead—W. Webb, in Talking Machine World

WHERE is your store located? Do you value it at its true worth, and what are you doing to make it appeal? There is an art in attracting customers to your place of business, and this is one of the vital matters that every dealer should keep well in mind. Your location is only of nominal value to you if the store itself does not attract. Can you not cite some instances where the fault in this respect is glaring? Can you not look about you and see wherein the error is being made that cuts down the profits on sales, and that actually curtails sales to a great degree? Stop and think just a moment, then.

Ask yourself this question, "Is my store properly located for the sale of talking machines and records? If so, does it attract so that the sales are as large as they can be made" You are the only judge in this way, and if your opinion is at fault where will you turn for a better judge? You know what your annual sales amount to; you understand what your overhead is and what your possibilities are. Is your nearest competitor —not in distance, but in the amount of influence he has on the public— hurting you? If so, why? There is the big question mark, and you are the man who must answer it.

Now, the sale of talking machines and records is not so complicated a matter that the public cannot be induced to seek the store where there is a reason for so doing. The customers are more eager to get service, stock selection, price, and to enter an inviting store than they care very much about the location. The latter, of course, is a vital matter. The out-of-the way street with its limited number of pedestrians, or its fewer autos, is not likely to be found a desirable section for many lines of merchandise retailed. There is, however, the more active thoroughfare with its attractive shops and larger number of passersby, and its life and hum of trade that offers a stronger location for your place of business. But even this is not going to force the public to seek you.

The upstairs shop can be made more attractive than the floor facing the street if the dealer is not fully alive to the public's keen interest in the properly conducted store. The power to appeal, the art to make the public seek you, the interest-arousing windows, the magnet that simply forces the public to enter, what and where are these to be found and what is the real secret that makes this a realization? We see it demonstrated in many cases. Why do we, for instance, go to a certain store?

Well, we will say, there are often many reasons. The store that does appeal, however, and that makes us feel that there is a double welcome has a great deal to do with it at times. We go many times because the invitation is so strong that it is hard to resist. These stores are not always in the very heart of the city. No, sometimes they are located on a street that is not noted for the number of people who pass a given point in every twenty-four hours. But the store has made itself known, and we simply go there with confidence and assurance of a right royal welcome, and with the knowledge that there will be nothing to cause us any serious disappointment.

But how did the store of this kind gain its reputation? Well, the instances vary with the individual cases, and the success did not come overnight. It was often gradual. It came from several reasons, however, that involved the means for building a foundation that was based on service, stock selection, and attraction.

Publicity had something to do with this larger success. This is a help, but it must be looked upon as a means only to an end, and if it is not conducted in the right manner it may just as well be left alone. By publicity in this connection we mean not simply newspaper advertising, poster announcements, circular letters and kindred methods, but store publicity; as we noted above, that will attract. Then there is the other and the more practical kind. This is very closely allied with service, for the pleased customer becomes your advance agent for larger sales.

Yes, there is the kind of store publicity that the dealer should place a very high value on—the type of advertising that keeps his store in the public mind, which prompt and regular customers will not forget. If he can give them a cause for seeking him he has the best possible asset in the matter of larger sales. Where shall we go for a talking machine? Who has the best selection of records, the kind that includes the latest as well as the best? This is what the buyers want to know, and if you can take care of these needs the public is going to seek you, even though you are not located in a big, high-priced heart-of-the-city store, where crowds continually pass your door.

Now, take a personal stock of yourself and see if you can fulfil these requirements; see if you are doing so now. If you are not, the big, heart-of-the-city store might become to you a rather heavy burden, because the expense of upkeep and the not over large sales will soon make the overhead so topheavy as to cut into your profits in a way that will hurt. You want to give service. Do you understand what the meaning of this very significant term really means?

If you do and are willing to make it a feature of your location there will not be any logical reason for your sales not being good. Your location is going to help

you only if the other factors are at work to make success a practical idea. The fact that you are located in a down-town section; have a big store and plenty of show without anything to really back this up is not enough to insure your larger success. That is why some of the dealers with the smaller stores wherein the attractions are worth while do make good.

Take into consideration your overhead. This is a mighty big profit devourer. It fairly eats the profits with the appetite of a giant. The smaller, attractive store that has the merchandise and the store that gives the real service can count on a nice business and the profits are real, too, not the imaginary kind. Keep that thought in mind at all times. Keep the questions of decreased overhead with its many entangling alliances well in the foremost part of your head. Then you can sit back and smile and take your profits and make your sales and keep your good customers while the man who tries to outdo you with the big show is losing his hard cash.

The value of your location is only part of the game you are playing. There are other matters that demand your attention. If you are going to keep these in mind and are really in dead earnest about making them a part of your line of action you can be assured that the outcome will be all that you can hope for, and that is success in its real meaning.

Canadian Possibilities in Phonograph Making

THE manufacture of phonographs in Canada is a branch of industry that has possibilities of considerable growth in the next few years. Production is increasing steadily, and the output is considerably larger now than it was twelve months ago. Manufacturers who have already entered this field could sell greatly in excess of their production. While the percentage of Canadian-made phonographs sold in relation to the entire number disposed of in the Dominion is quite small, there are indications that the proportion of Canadian phonograph cabinets to imported machines will grow materially during the period of readjustment of the industry. The prediction was made recently that the phonograph industry will undergo expansion commensurate with that of the automobile. Canada may hope to manufacture fifty per cent. of the machines sold in the Dominion, according to one maker. Imports of musical instruments for the twelve months ending January, 1919, were valued at $3,180,326, while for the twelve months ending January, 1918, imports under this category were given a valuation of $3,625,774. By far the larger percentage of the above periods, and especially for the year ending January, 1919, were from the United States, and phonographs constituted a very large part of the imports.

A Threefold Industry

The construction of phonographs has been divided into three major parts. The motor is made in one plant specially fitted for this end of the work. The tone arm and sound box is made in another factory. Numerous other parts in which metal is used, include knobs, cranking device, levers, etc. As the industry exists at present in Canada the parts named above are imported from different sources, and the cabinets are made in the Dominion and the finished product is turned out. There are about twelve firms engaged in the manufacture of phonograph cabinets in Canada. For the most part the Canadian manufacturers are furniture makers, who have included the making of cabinets in their industry.

There are indications that Canada will soon be less dependent on foreign sources of supply for some of the parts now imported than she is at present. This is one of the developments that will mean much to the Canadian industry. For 1919 the output of cabinets





Two phonographs in solid mahogany, from the line of The George McLagan Furniture Co. Ltd., Stratford, Ont.

will be much larger than previously. The McLagan Furniture Company, of Stratford, which entered upon the manufacture of phonographs twelve months ago, will increase its output for this year to approximately 6,000 instruments, and it is felt that the prospects of the market are such that a greatly increased production would find a ready market in Canada.

What Canadian Manufacturers Are Doing

W. H. Banfield & Sons, Ltd., Toronto, makers of munitions throughout the war period, are turning their plant into one for the making of phonograph motors, tone arms, reproducers and accessories, none of which have previously been manufactured in Canada. This venture was decided upon over one year ago. The ending of hostilities in November meant the cessation of munition business rather sooner than had been anticipated. This meant that readjustment plans had to be speeded up. An entire plant in the United States devoted to the manufacture of phonograph motors and accessories has been purchased and moved to Toronto. Production has already been entered upon. While it is expected to find a market in Canada for a large percentage of the motors produced this year there will be a fair proportion shipped to other markets. The foreign fields will be developed, and are likely to take by far the greater part of the output. The markets that are considered to be the most attractive are China, Japan, India, South America, New Zealand, Australia, South Africa, Norway and Sweden and Southeastern Europe. Business is understood to have materialized already with some of the above countries. The Orient is looked upon as a field of tremendous extent for these products. There have also been orders from Australia for delivery as soon as possible.

In connection with domestic trade, motors will be supplied to makers of Canadian phonographs. Production during 1919 is expected to run into several thousands. Export of phonograph motors, etc., to Europe is expected to be of considerable magnitude as soon as conditions there are more settled. Inquiries have come from Norway and Sweden, and these fields are believed to be capable of large possibilities for Canada.

Motors of seven types are being made. The foregin end of the business will eventually become by far the larger part of the industry when the overseas markets can be intensively developed.

Another Concern to Make Motors

The reconstruction plans of the Russell Motor Car Co., have been brought to completion, at least in part. At the King St., Toronto, plant, the manufacture of gramophone motors will be entered upon. This is an important line of manufacture which has not previously been established in Canada. Preliminary work has already been finished in connection with these motors, and after successful tests were made recently, the company is already entering on quantity production, which, it is expected, will be at the rate of 1,000 a month. This industry will supply an important part for Canadian-made gramophones, and the market is capable of great extension.

Still Another Maker

The International Machine & Mfg. Co. Ltd., 111 Adelaide St. W., Toronto, makers of munitions during the war, are turning their plant into a factory for the production of phonograph motors.

New Patheaphone Company for West

A. S. Binns, of R. J. Whitla & Co. Ltd., Winnipeg, has been elected president of a new company, to be known as the Patheaphone Distributing Company, Limited. This new concern, which promises to play an important part in the phone world of Canada, opened in the John Deere Plow Company's building on Princess St., Winnipeg, on April 1. Over 10,000 feet of floor space has been secured as a start, and this will be stocked from floor to ceiling with the new machines and records, together with accessories. C. B. Moore, who is an expert in the business, has been secured as manager, and a big launching campaign is under way.

TALKING MACHINE NOTES

The Otto Heinemann Phonograph Supply Co. has purchased a controlling interest in the Garford Mfg. Co., Elyria, Ohio, makers under contract of the Heinemann motor.

The Paramount Phonograph & Record Co. of Canada, Ltd., has been registered at Montreal.

Lirola Phonographs, have been registered at Montreal.

Alex. L. Bell, musical instrument dealer at Dunnville, Ont., died suddenly at the end of a concert given in his town, recently. He leaves a widow and three small children.



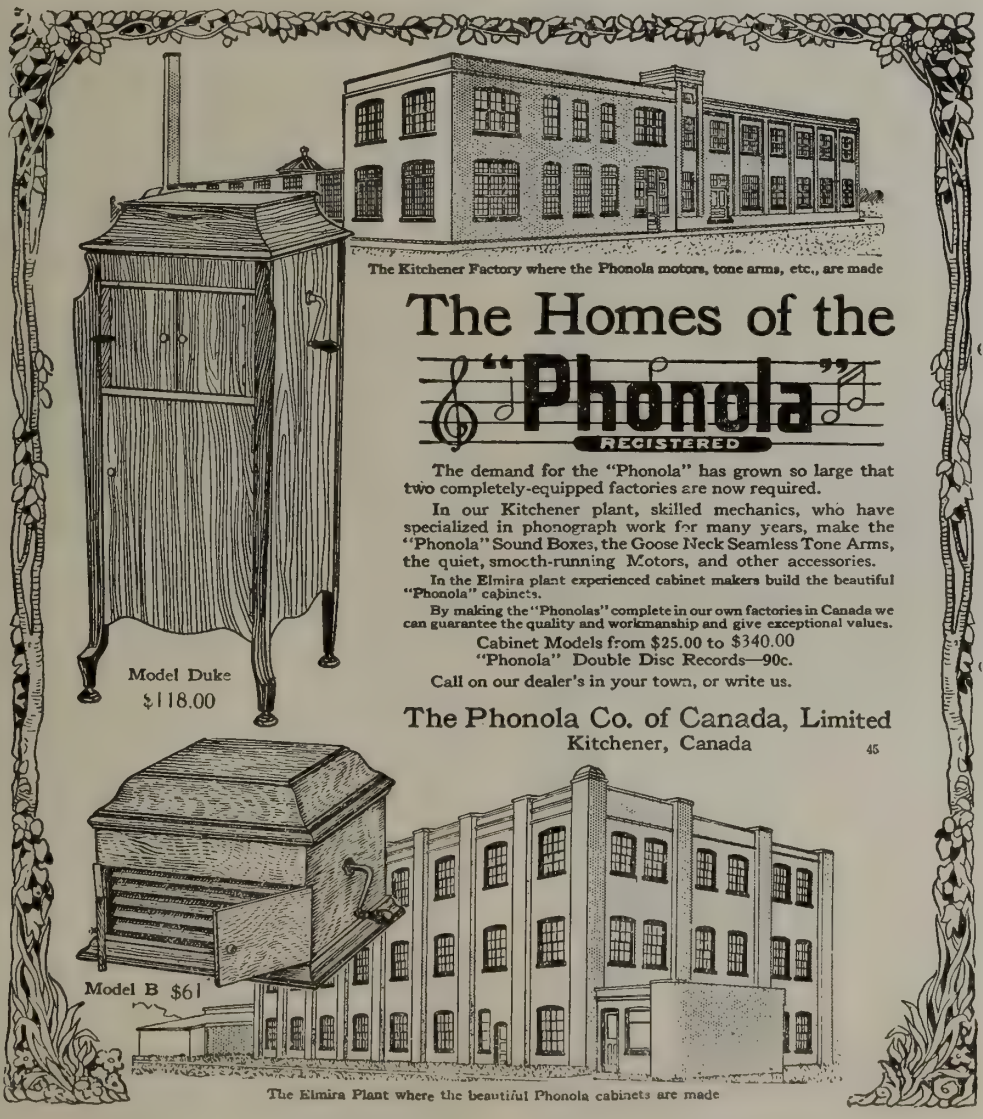
The above photograph shows the loading of the first shipment of five cars of Pathephones to the new Pathe jobbers for the West. Pathe Distributors, Limited, of Winnipeg. This firm is now established in new quarters in the John Deere Building, in Winnipeg, and are ready to give perfect Pathe service in the Western Provinces. Mr. C. B. Moore, the manager, is enthusiastic about the facilities which have been placed at his disposal for handling the business in the West and the large stocks which have been accumulated to enable him to fill all dealer's orders promptly.

The PHONOLA is Advertised from Coast to Coast

The advertisement reproduced below is a sample (in reduced form) of the strong, pulling series of ads running in the big Canadian daily and weekly newspapers from coast to coast, and in such widely circulated magazines as Canadian Home Journal and Everywoman's World,

51 such papers have been carrying information about THE PHONOLA and PHONOLA RECORDS to millions of people.

There is a consequent jump in Phonola sales. Get in on this by becoming a Phonola Dealer.



The Phonola Co. of Canada, Limited

KITCHENER :: CANADA

PATHE WAREHOUSE AT MONTREAL

Owing to their constantly increasing business, Pathe Freres Phonograph Co. of Canada, Limited, have found it necessary to open a wholesale branch in Montreal. They have secured exceptionally fine quarters in the Jaeger Building—right opposite Goodwin's Limited—on St. Catherine St. This is, perhaps, the finest block



Pathe Co.'s new Montreal warehouse.

in Montreal and the Pathe Company feel sure they will obtain a great deal of valuable advertising owing to this exceptionally favorable location.

Large stocks of machines and records will always be carried in Montreal and a competent staff will be ready to give perfect Pathe service to the trade in the Province of Quebec. Mr. Robert Rice, brother of Lieut. Gitz-Rice, has been secured as manager. With Mr. Rice's long experience in musical circles in Quebec, he should have no difficulty in very largely increasing the already big list of Pathe dealers in that territory.

Mr. R. W. Burgess, who has had charge of the sales office in Montreal during the past year, has been promoted to an important position in connection with sales at the head office in Toronto. The new branch will open for business on May 1, and an invitation is tendered all dealers—Pathe and otherwise—to call and inspect the new premises and view the complete Pathe line, which will be on exhibit in their attractive show rooms.

WHAT ABOUT WEEKLY HALF HOLIDAY?

Grocers, butchers and dry goods men in both large and small centres have pretty generally adopted the idea of a weekly half holiday during the summer months and in some places it is observed during the entire year. The T. Eaton Company of Toronto have inaugurated a weekly half holiday on Saturday afternoon all-the-year round and the closing of the store all day Saturday during July and August.

This shows the general trend of the times. What about the furniture trade? In the real small centres the furniture dealer generally closes on Wednesday afternoon with the other merchants. This is a plan that might well be adopted by furniture men in other centres as well as in self-contained areas in our cities. Wherever possible, each individual store should work out a schedule to give each members of the staff a half day off weekly, especially during the summer months.

MANUFACTURERS WANT INDUSTRIAL COUNCIL

Furniture manufacturers of Ontario at a meeting held recently at Toronto, petitioned the Dominion Government to give them an Industrial Council along the lines of the Whitley report. A resolution with this request was unanimously passed and sent to the Minister of Labor.

MANUFACTURERS ADOPTING BOARD'S PLAN

The Canada Furniture Manufacturers, Woodstock, Ont., put into effect on April 1, a new arrangement whereby the employees receive an increase in wages, a nine-hour day, overtime, and Saturday half holiday during the summer months. This is in accordance with the findings of the Conciliation Board.

FACTORIES SHOULD HAVE CUSPIDORS

Philip Ring, Inspector of Factories, Halifax, N.S., says, regarding spitting in factories and cuspidors:

"The pernicious habit of spitting, which is prolific of so much harm, is altogether too common in our factories. In workshops it is said to attain its highest efficiency as a destroyer of public health. Employers should be compelled to provide sanitary cuspidors in factories. The efforts of health authorities are making a noticeable improvement in this respect."

The National Phonograph Co., of St. Hyacinthe, Que., has been registered.

Stewart Phonograph Corporation, Ltd., Toronto, with a capital of $40,000 has been granted an Ontario charter.

A fire broke out in the furniture store of Antoine Fiset & Co., St. Joseph St., Quebec City, on April 8, and damaged store and stock.

The Pathe Freres agents throughout Canada are playing up the records of artists who have recently been singing in various parts of the country.

R. Green, formerly assistant manager of the Otto Heinemann Phonograph Supply Co., Toronto, has been appointed manager of the recently-opened branch of that company at San Francisco.

MOVING PICTURES PROMOTE SALES

Intended chiefly for manufacturers—Retailers may adopt ideas to help advertise their stores and increase sales

By HARRY LEVEY, Universal Film Mfg. Co.

ASK the first ten of your business acquaintances that you meet what they know about industrial motion pictures and they will give you a blank stare. Your own information may be equally limited, because the development of the industrial motion picture has been so rapid in the past two years that many otherwise well-informed business men have failed to keep in touch with its growth.

We have gone beyond arguing that motion pictures are great teachers. It is too obvious for repetition. But it is worth while to notice the new recognition of this fact. A most effective example is the efficient and growing film work of the United States Government, and during the war, at least, of our own Canadian Government. The motion picture screen bulks large on the horizon for all lines of business, and 1919 will, I believe, also witness its extensive use at home and abroad in the furniture trade, which, of course, is the only angle that the readers of Canadian Furniture World, are directly interested in.

Let us first consider what motion pictures can do for the furniture trade. They will:

Establish your house, name or trade mark.

Create confidence in your products.

Create a desire to know about them; ask for them; possess them or enjoy them.

Prove any claim you make for them.

Oppose substitutes; influence dealers—round out your sales campaign.

Therefore, motion pictures will be used to popularize furniture products, and particularly is this so in regard to the export trade. Shortage in normal industry during the war will have to be made up. Where upkeep has been neglected there must be rehabilitation; where there has been destruction there must be reconstruction. No matter how well the salesman handling hardware may understand his product and his firm's policies, he can probably talk foreign languages only in a mediocre fashion, and too often he cannot get the foreign buyer's viewpoint at all. For this reason motion pictures can do wonders in spreading Canadian goods over the face of mother earth. In a suitcase projector a line of hardware may be "carried" in one hand to the earth's distant places, and be usually demonstrated before the eyes of the buyers in the one universal "language" that all the world can understand convincingly and interestingly.

The results achieved by this sales method are well known. The films are so convincing and tell the sales story so well that the prospects become buyers. In countries where illiteracy is rife and where the population is skeptical of the foreigner, the motion picture inspires confidence, as the visual message is more believable than the spoken.

Scarcely any article produced in this country fails to offer some opportunity for visualization. It is merely a matter of knowing the proper appeal to a particular race, their buying characteristics, their needs and their business methods.

This brings us to the second phase of the use of motion pictures for popularizing hardware, namely, how the screen may best be utilized at home. There are several ways. One by showing pictures of your product before national associations; to buyers in each city by showing the films on the walls of their offices; and by showing the films direct to the public.

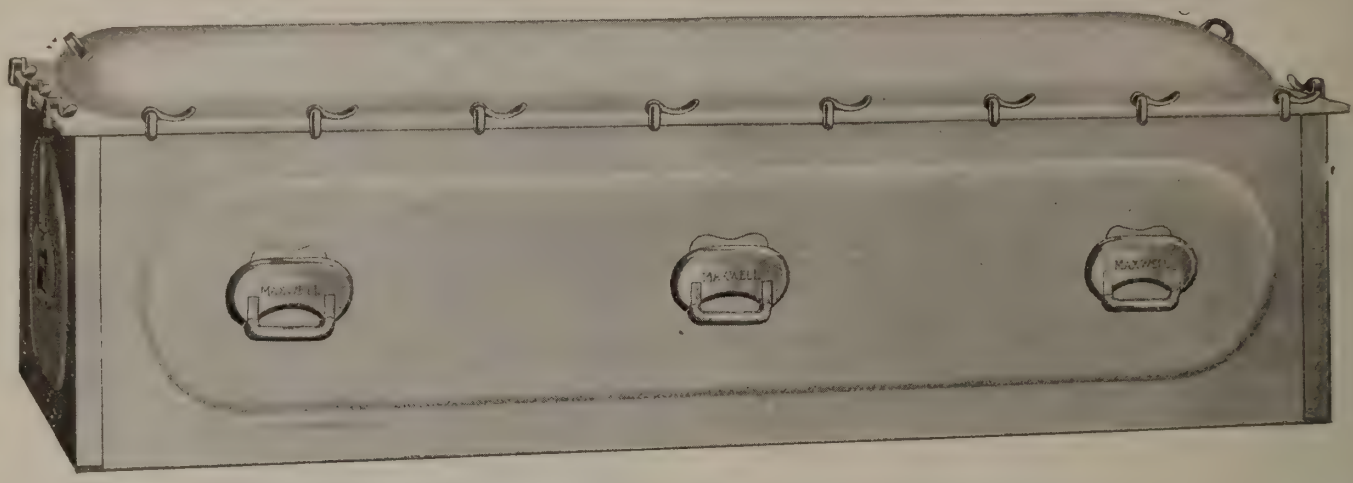
I would ask furniture men what is the difference between advertising power belting and drop forgings direct to the public at five thousand dollars per page in a Philadelphia weekly of popular and non-technical national circulation, as is at present being done, and in advertising furniture direct to the public on the screen? There is much food for thought in this comparison. To do one is as logical as to do the other.

Until recently the cinema was regarded as all right for "the other fellow's line," but not applicable to the furniture trade. Few understand the scope of the screen and its ability to visualize any kind of human activity. Herein lies its greatest power, its versatility. If we look on advertising for what it really is, as merely a short cut to prestige and public confidence, we are obliged to regard motion pictures as an important element in advertising, second only to the trade journal, which is of necessity of primary utility. It is a dignified and straight path into the minds of the people who see it. It is a straight path to a rich market.



MR. HARRY LEVEY

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

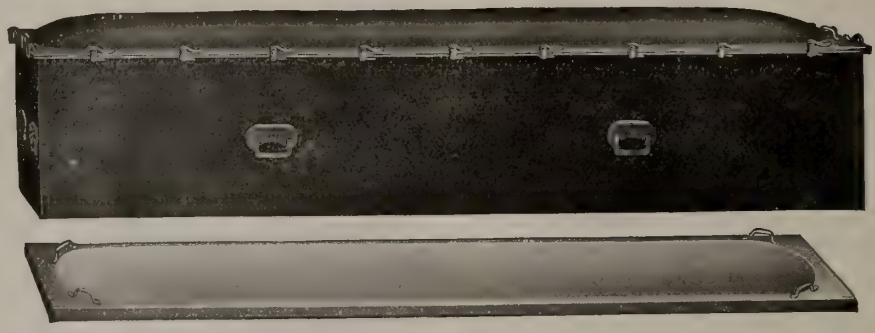
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $38.00; Without Tray $36.00; Tray Alone $8.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

FIRST SHOT FOR 1919 CONVENTION

Executive committee takes up convention program—School and convention meetings as usual—Prof. Renonard to lecture and demonstrate again this year—Matters affecting the profession discussed—The President's coat "stolen"

THE first gun has been fired for the 36th Annual Convention of the Canadian Embalmers Association, which will, as usual be held at Toronto University during Toronto Exhibition time, the dates and program details to be later announced.

The C. E. A. Executive met on Tuesday, March 18, in the Secretary's office, 665 Spadina Ave., Toronto. There were present all the members of the committee—President Norman L. Brandon, St. Mary's; Vice-presidents, F. F. Norris, Bowmanville, and T. H. McKillop, Brampton; Treasurer A. R. Coltart, Chatham: Secretary Fred. W. Matthews, Toronto; and James O'Hagan, editor Canadian Furniture World and The Undertaker.

With the president in the chair, and the acceptance of the former meeting's minutes, the discussion turned to the coming Convention matters. The first matter settled was that this year the Association's Convention School should be continued, to be held during the week preceding the Convention, and that the fees should remain unchanged.

Secretary Matthews stated he had received offers to come to Toronto, from Professors Chas. A. Renouard, Albert Worsham, Chas. O. Dhonau, Lena R. Simmons, C. A. Ganong, Horace Moll, H. S. Eckels, E. D. Robbins, and T. B. Barnes. After the letters had been read and discussed the committee decided to engage Chas. A. Renouard, of New York, again for this year at a slightly increased honorarium.

Treasurer Coltart reported a bank balance of nearly $900 to the Association's credit.

The Convention program was next taken up and the committee referred the matter to Secretary Matthews and James O'Hagan to attend to and report at a future meeting.

The amusement side was discussed, and a number of suggestions made to the program committee to look into to see if it was worth while adopting. It was felt by all, however, that the past recent Convention programs were about as well suited to conditions that it might not be warranted to make too radical a change, except in the matter of methods.

A general discussion took place on the ways and means of improving matters in the Association and profession. So far as the Convention was concerned it was decided to ask members of the Association in certain districts to interest their fellows in making the 1919 Convention the greatest ever.

Now, altogether—Boost for the 1919 Convention.

WHO TOOK PRESIDENT'S COAT?

After the business session of the Executive, Secretary Fred. W. Matthews invited the members to a light luncheon at the Simcoe Club, of which he is a member, before the out-of-town men left for their homes. At its conclusion President Brandon was minus his overcoat, and voiced his complaint accordingly, saying he was very suspicious about leaving his overcoat where he could not keep his eye on it anyway. So it was up to Secretary Matthews to produce.

There was only one coat left hanging in the coat room, and as it answered the general description, though not the richness, of the President's coat, Mr. Matthews with trepidation began a somewhat guarded search through the pockets.

From the contents the coat belonged either to Prof. Lena Simmons, of Syracuse, or the worthy treasurer of the C. E. A. As no person had seen Prof. Simmons that day, President Brandon was advised to beat it to the station to try and head off the treasurer before the Chatham train moved out. This advice was followed and, taking the left-over overcoat, Mr. Brandon made the Union Station on the run in four and one-half minutes. He would have beaten even that record had not the policeman at King and Yonge Sts., suspecting a doubtful character, held him up with the remark: "Training for a race?" The President shouted over his shoulder, "No racing for a train."

Eventually the treasurer was headed off before he got away, and without the assistance of the police the president recovered his coat.

Are you an association officer? If so, remember that you were elected not for a day, but for an entire year. Association officers not infrequently look upon their election as a mark of recognition and forget the responsibilities which go with the position. An officer who is active only during the meeting or for a few days prior is like the church member who saves his religion for Sunday, forgetting it for the remainder of the week.

Furniture World and Undertaker Letter Box

Mr. J. P. O. Langlois, of St. Johns, Que., writes:—"I read with particular attention your article relating to the funeral of the late Sir Wilfrid Laurier, which appeared in your March issue. I notice this special phrase: 'Not many outside funeral directors were noticed at the funeral.'

Really your correspondent is not acquainted with the trade, and much less with the funeral directors, as I can name you the following who attended: Messrs. Geo. Vandelac, sr., and Geo. Vandelac, jr., of Montreal; Mr. Lepine, and Mr. Moisan, of Quebec City. These gentlemen I had the pleasure to meet there, and consequently am absolutely sure were present, and I understand that some funeral directors from Carleton Place, Almonte and Brockville, and several other places were also present, but I had not the pleasure to meet these gentle men.

I met the above named gentlemen, and together, we went and had a good look at the remains, lying-in-state, and were there for the funeral, and observed everything.

The writer also criticized the conduct of the funeral and mentioned the fact that he was surprised to see Mr. Stone, of Toronto, there.

Ed. note.—We are glad to stand corrected on our report of this funeral. The phrase complained of was not intended to hurt the susceptibilities of any person, and we are pleased to know that so many outside funeral directors were present. The funeral itself was in charge of Gauthier & Co., and according to the information we have been able to obtain through independent sources, and also after viewing the motion pictures of the event it seemed to be well conducted. Mr. Stone's visit to Ottawa was first to pay respect to a great statesman, and secondly to observe a large state funeral. Incidentally his services were accepted in the spirit in which they were offered.

WITH AN EMBALMER AT THE FRONT

Private E. J. Devine, a licensed embalmer with the American forces, in a letter to "Sunnyside," tells of his experiences at the front. Among other things he has this to tell:

"The following day I reported at the front, and was assigned to take charge of the American section at the Lyssenthoek Military Cemetery, where 17,000 English soldiers, 1,400 French, 75 Americans, and one woman, Miss Spindler, a nurse who was killed in 1916 by a bomb sent over from the German lines, were buried. One hundred and fifty German prisoners, who had died on the way to the allied lines, are also buried there. The English soldiers lie buried two in a grave and the American one in a grave. As far as I have been able to learn no boxes were used in any of the burials here. In cemeteries in Belgium our brave heroes are buried in individual graves, a foot apart. Their bodies are wrapped in canvas, with a disc tied to each body, and a duplicate disc tacked on the crosses marking each grave.

"Within a radius of five miles from this point there are four American cemeteries—Abele, Dirty Bucket, Hagle Dump, and Lyssenthoek, in Belgium—with one embalmer stationed at each. Had facilities been provided, most of the bodies lying in these four cemeteries could have been embalmed, as there was ample time to do the work.

"On August 10, Jerry sent over a dozen shells into the cemetery at Lyssenthoek. About 50 dead bodies were unearthed and sent flying into space. Fortunately I was resting in a dugout when this happened, but the next day Jerry got me on the shin with shrapnel, which also bruised my face somewhat. The air was filled with poison gas throughout the day, as attacks were frequent."

WHEN FUNERAL REACHES CEMETERY

An American funeral director recently discussing the question of funerals had this to say of the arrival of the cortege at the cemetery: "Upon the arrival of the flowers at the cemetery the assistants arrange them in a pleasing manner. I always use a tent, boards and carpet—if weather is bad, remove all dirt—lowering device and chairs. When the funeral cortege arrives at the cemetery automobile No. 1 drives up, leaving the hearse and pallbearers to the rear. One of my assistants unloads the cars and sends the family and friends over to the tent, where they are seated in proper place either by my assistant or myself. Having my entire loading list before the funeral, it is an easy matter to have chairs for all. After family and friends are seated the pallbearers' automobile drives up and is unloaded, and then the hearse. I walk ahead with the minister to the grave and with the assistant see that the casket is placed on the lowering device properly. I then lower the casket until the top of casket is about even with the ground. The minister then starts his service. At the end of the service—that is, after the benediction has been said—the family is again placed in their automobiles. After everyone is away the casket is lowered into the grave by the sexton. Sometimes this is varied a little if the grave is lined nicely. Such times I lower the casket after the benediction. As the family leaves I ask them to step forward and look into the grave. This I find pleases most families. If the singers go to the cemetery I try to limit their singing to one song, and have them sing as I lower the body. I generally suggest to the singers the song I want sung, as I have also suggested to many ministers to get away from the regular committal service and in its stead read some nice poem fitting for the occasion. If it is a lodge funeral and one or several lodges attend, I always have my outside assistant line them up and have the casket pass through their lines before being loaded into the hearse. This we do at the house and also at the cemetery."

MILLIONAIRE SELECTED OWN COFFIN

Wellington R. Burt, a wealthy Saginaw, Mich., pioneer, who died recently, selected his coffin two months before he passed away. He needed an extra long coffin, as he was known as the "Lone Pine of Michigan."

LOCATING THE LIVER

During the recent exams. conducted by the Ontario Board of Examiners, according to Secretary Simpson, one of the candidates was asked: "In what part of the body is the liver?" And he was a good deal surprised when the candidate replied:

"South of the lungs."

SERVICE IN DESIGNS

DOMINION SERVICE

VANCOUVER EDMONTON WINNIPEG CALGARY LONDON HAMILTON TORONTO OTTAWA MONTREAL THREE RIVERS QUEBEC

SERVICE IN QUALITY

BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited London, Ont.
Girard & Godin, Limited Three Rivers, Que.

The Semmens & Evel Casket Co., Hamilton, Ont. Limited
Christie Bros. & Co., Limited Amherst, N.S.
The Semmens & Evel Casket Co., Winnipeg, Man. Limited

The D. W. Thompson Co., Limited Toronto, Ont.
Girard & Godin, Limited Montreal, Que.
Vancouver Casket Co. Vancouver, B.C.

SERVICE! SERVICE! SERVICE!

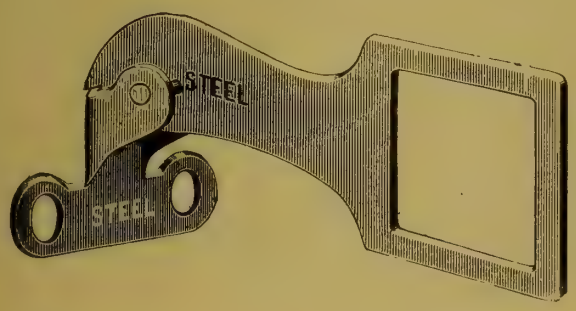
The one dominating note that runs all through the making of **DOMINION MANUFACTURERS, LIMITED, PRODUCTS** is "**SERVICE.**" We advertise to emphasize to you the facilities we have at our disposal for "**SERVICE,**" which enables us to produce superior designs, secure the best materials and give a high-class finish to our product. Our "**SERVICE**" is not a mere advertisement, for it marks a standard set for the buyers who select the choice of materials used in our products—for the men in the machine room—for the men in the finishing room—for the expert shippers—for the travelling salesmen—for the office help, even, who do the clerical work and invoicing.

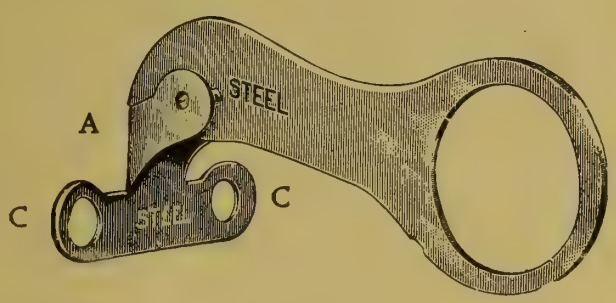
All are mindful of "**DOMINION SERVICE**"—it is a source of gratification to all, employee and employer alike.

ONE OF OUR SERVICE FEATURES

The accompanying cuts show the exact size and design of steel braces used in the manufacture of all best grade casket handles.

Important:—Use the best—there is nothing too good for you.





SERVICE that is dependable——HARDWARE that is dependable

Our Motto:—"The best goods at fair prices"

Dominion Manufacturers, Limited Head Office: 109 Niagara St., Toronto, Can.

BEST QUALITY

DOMINION SERVICE

NEAT DESIGNS

VARIETY AN ELEMENT IN SERVICE



No. 601 H.P.—Upholstered in silk, and trimmed complete.

YOUR CHOICE IN SPARTAN DESIGNS AND SHADES



No. 600 H.P. Upholstered in silk, and trimmed complete.

SPARTAN—GOLD, SILVER, COPPER, or BRONZE

"Quality, Style, and Finish—Guaranteed"

Dominion Manufacturers, Limited Head Office: 109 Niagara St., Toronto, Can.

Dr. Wm. Carpenter's Axioms for the Embalmer

THE lmyphatics begin at every capillary. They pick up the elements that are absorbed by the blood, carry them back through a chain of glands and finally empty them into the blood. If in these small crannies there are pathogenic bacteria, it gathers them up and distributes them to the glands through which the lymphatic fluid passes. If they be tubercular or of a pus-forming quality, they will form abcesses throughout the lymphatic system.

You will profit financially as much from a cremation funeral as from an earth funeral, providing you do not suggest to the family that it is useless to spend so much money for a casket when it is to be burned. Besides this, you will have done the living a favor by completely removing the possibility of contaminating the soil with a putrid mass.

The term venous stasis in the living means that there is some obstruction to the returning flow of blood after it passes from the capillaries into the veins. It causes swelling and a bluish discoloration. The same condition, when the blood remains in the arteries and does not pass through the capillaries, is termed congestion.

No matter what the circumstances be, keep your shoes clean and polished. Ten cents worth of polish will shine them 25 times. If you are neat with your shoes you will be neat with the rest of your clothing. Everybody appreciates a neat, clean-appearing man.

Anaerobic bacteria are those which are active only when inclosed in air-tight containers. They cause decomposition of the body when it is not properly embalmed, and when it is encased in an air-tight casket or a hermetically sealed vault.

The skin, according to the amount of surface, eliminates almost as much carbonic acid as the same amount of surface of the air cells in the lungs. In addition to this it also throws off a substance similar to that of the kidneys.

The fascia is connective tissue. It is found just beneath the skin in two layers, the superficial and deep. The superficial has suspended in its meshes a large amount of fat. The deep acts as a binder for the muscles.

Vaseline is not a good agent to use during the embalming process, but it is recommended when the body is to be long exposed to the air. It is a necessity, when the body is placed in a vault, to prevent mold-formation.

Glycerine brought to a temperature of 125 degrees will in a few moments remove all sorts of infective matter from your instruments, including your rubber nozzles and trocars, without danger of their being ruined.

Saprophytic bacteria are not all bad. If it were not for them we could not have well flavored cheese, the butter would not have a fine aroma, and the bread would not rise.

Putty skin is produced by the use of too strong fluids, driving out all of the coloring that the blood would produce and leaving the skin of a natural or normal color.

Cyanosis is a term used to explain a blue or almost purple color of the skin, where the blood is not aerated or is not passing through the pulmonary circulation.

If you sweetheart or your dearest friend should die, would you care to go into the saloon or a billiard hall to find the embalmer to take care of your loved one?

The price of absorbent cotton is so little more and its efficiency is so much greater that it should always be used in the preparation of dead bodies.

The skin of the dead body prevents it from drying, aids in producing good cosmetic effects, and keeps germs from passing in or out of the body.

External applications have little effect upon the skin in preventing skin-slip. It is better to inject the formaldehyde into the tissues direct.

If you have no love for your competitor, keep quiet. Every time you mention his name he advances in favor with your friends.

Is your mouth clean? Is your breath wholesome? You probably don't care, but those who must come close to you do.

BOOSTING HIS BUSINESS

The vicar's appeal had been a most eloquent one, and had even penetrated the depths of Mr. Blackleigh's granite organ. The latter came forward and offered £50 for the fund. The worthy cleric was overjoyed.

"I don't know your name, sir," he cried; "but I thank your from the bottom of my heart. I thank you! May your business prosper, sir!"

Then there was a solemn hush, and the committee looked askance at their vicar.

"What's the matter?" whispered the clergyman, turning to the chairman.

"Well—er—that donor is an undertaker!"

CANICULA EMBALMING FLUID

That velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY
366 Bathurst Street - TORONTO, CANADA

Professional Notes

Mrs. R. O. C. Tees is continuing the business of her late husband at Montreal.

Goodfellow & Blair, Westport, Ont., have dissolved partnership, with D. L. Goodfellow continuing.

Alex. Barrie's funeral parlors at Midland, Ont., were damaged by smoke from fire in an adjoining block, recently.

The "flu" has again made its appearance in the West, and churches, schools and theatres are closed in Lethbridge, Alta.

Liebert and Walker, Rodney, Ont., have dissolved partnership. Mr. Liebert will continue the furniture end, and Mr. Walker the undertaking, both in the same stand.

Fire which caused much damage to the business section of Petitcodiac, N.B., last month, damaged Smith & Dunfield's funeral parlors to the extent of $1,500. Insured.

Fire broke out in the business section of Petitcodiac, N.B., doing $150,000 damage. Among the buildings destroyed were the funeral parlors of Smith & Dunfield.

"The deaths from wounds in the great world war numbered 7,300,000, and the total deaths in all armies reached 9,000,000," is the statement made by U. S. Secretary of War, N. D. Baker.

A bill was introduced recently into the Minnesota Legislature requiring the embalming of all bodies buried in that State, the object being to prevent the burial alive of persons supposedly dead. Members of the Jewish faith objected because embalming is contrary to their religious belief.

B. C. C. Cruikshanks, proprietor and manager of the Nova Scotia Undertaking Co., who was very seriously ill with "Flu" in December, has almost recovered his usual health. Mrs. Cruikshanks and the two boys (whole family) were all ill at the same time. G. Elburn Nichols of the Halifax Undertaking Co., came to his assistance and rendered valuable service, for which he has been very generously remembered in a tangible way by Mr. Cruikshanks.

INFLUENZA GRADUALLY DYING DOWN

The reports of secretaries of local Boards of Health in Ontario for the month of March show scarlet fever and diphtheria prevailed to a much greater extent than in the corresponding month of 1918. The cities where the increase for the last few months in diphtheria was most noticeable are Toronto, Ottawa and Windsor. Scarlet fever also has been prevalent in Fort William for some weeks. The Provincial Board of Health has distributed free of charge where diphtheria prevails 25,946,000 units of antitoxin at a cost of $3,891. The number of deaths from all causes reported by undertakers are 2,895.

The total number of cases of smallpox reported is 39, of which 16 are reported from Ottawa, but one death occurred.

Spanish influenza is fast disappearing from the province, as indicated by the decrease in deaths for the month of March. Since the first of October the epidemic has been either the primary or contributory cause of nearly 10,000 deaths in the province. It will be observed in the deaths for March, pneumonia caused 133 more deaths than Spanish influenza.

The deaths by months have been: October, 3,015; November, 2,608; December, 1,568; January, 1,512; February, 812, and March, 703, of which 418 were from pneumonia.

ENLARGING EVEL CASKET PLANT

The Evel Casket Co., Hamilton, Ont., have been in their new plant a year now and already their quarters have become too small. An extension is planned whereby their varnished goods department will be made four times its present size.

NOW NOTIFIABLE DISEASES

By an Order-in-Council Dr. McCullough, Ontario Provincial Medical Health Officer, announces that the diseases typhus and malarial fevers, influenza, acute influenzal pneumonia, acute primary pneumonia and dysentery (both amoebic and bacillary) have been made notifiable in Ontario. While some of these diseases do not exist in Ontario as a rule, the province is following Great Britain in having them made notifiable for the reason that they may be carried here by the returned soldier.

HE WON THE PRIZE

A number of years ago a large departmental store in England, offered a prize of £100, about $500, to the person who could ask for something they did not have in stock. The firm boasted of being able to furnish every customer with anything from a needle to an anchor, yea, even to selling a ship with the anchor.

Thousands of people flocked to the store and asked for some of the most foolish things, but strange to say, were either supplied, or could be supplied.

The competition had been under way for several weeks, when one morning, in walked a real dyed-in-the-wool Irishman, and when asked what he required, he replied: "Begorra O'im here for that one hundred quid and no change out of it ayther." But, replied the attendant, "What is it you want that we have not in stock?"

"Now, begorra, wouldn't I be a fool to ask fer a thing you haven't got. Sure do yer think I'm crazy?"

However, after much explaining the son of Erin replied that it was a second-hand coffin he was after, but as he knew they would not have one he thought it would be the shortest way to the prize if he asked for the one hundred quid. Needless to say he got it.

This is said to be a true story and linked with the Manchester firm of Lewis & Co., Market St.—E. N. T.

EFFICIENCY

Write us for free demonstration

is the doorway to net profits. The Robertson Socket Head Wood Screw assures efficiency. Used by nearly all leading furniture manufacturers, etc.

P. L. Robertson Manufacturing Co., Limited

MILTON - ONTARIO

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade

SPECIAL ORDER WORK

Life Long Furniture Co., - - Ingersoll, Ont.

Fast Service

Fair Prices



TRADE MARK

"Quality Line"

The Newest and Best in

Polished Oak and Mahogany Caskets. Cloth and Plush-covered Caskets. Exclusive designs in the latest fashions in Ladies' Dresses, Gentlemen's Suits, and Casket Linings. Westfield Plate Hardware.

Evel Casket Company, Limited

Hamilton **Ontario**

Selling the Casket

YOU may have attained great skill in the embalming part of your work, and as a funeral director you may have received favorable comment, but unless you possess the personality for a successful salesman, you will fail utterly in this profession, writes H. C. Wilmot, in The Casket.

Selling the casket is not the easiest part in the career of one engaged in this profession. I can picture no article that is offered for sale that requires more tact in selling than that of a casket. One advantage you have, and that is the knowledge that they must buy. Death has entered their home, and the need of a casket is established. It is to you that they look for proper guidance. And let me state at this time that you should use keen judgment to sell the proper priced article and not put a hardship on them for years to come. If you should direct your artfulness as a salesman in the proper directions, then make every effort to induce families that you know can afford it, to buy better goods; but never take advantage of the ignorant or poor. To sell an expensive casket to a family that should have purchased something much lower in price, is not good salesmanship. It is enough to make a real man turn his head in shame to sell an article that the widow will be compelled to stand over the washtub to pay for. There is nothing gained by such sales; in fact much is lost. The sale, at the time it is made, may make you feel elated, but give the matter serious thought and if you have a heart in you, you will take a decidedly different view.

When a family comes to you to purchase a casket, they depend very much upon what you say. Perhaps death has not entered this family before and it is their first experience. What you tell them will leave an everlasting impression on their minds. In later years if they should by accident learn that you advised them wrong and took advantage of their state of mind, there is no doubt you will be the loser. If you are operating in a large city and most of your business is transit, and they have the money to pay, I can see no reason for you not trying to sell the very best article at a good profit. In a smaller place I would advise against such methods, for one will tell the other what they paid for a certain casket, and if they find a discrepancy they will at once blame you for taking advantage of them, and as sure as the stars shine you will lose the next call.

To be successful in the undertaking business you must make a profit on the goods you sell. But this profit should at all times be a just profit, and not a profit that you would fear to have inspected. Too many in this profession make the casket bear the entire load. Better would it be to all concerned if you made proper charge for your professional service and then sold the casket at the proper price. Much must be taken into consideration when making the proper price on any casket. You should have a system of cost-finding. So many of us know so very little of what is termed "overhead expense." This is a very important item, and should be proportionately figured on each casket. There is really no set percentage that you can add to any casket and make the price so it will show you the proper profit. Each casket must be priced upon its own merits. You cannot in justice to yourself and business say this casket cost so much, then add a certain per cent. to arrive at a selling price. Caskets priced this way will never make money for you. This system is not a success and should never be used. It is impossible to make such a system fit the many different makes and styles of caskets that are now on the market. In the old staple black broadcloth days a system of this sort might have worked successfully, but not at this day and age. It is well to have staple caskets at set prices, that is this particular casket shall sell at this set price, whosoever the customer might be. You should carry in stock a fifty dollar casket and this price should never be changed under any condition. It is also well to have staple caskets, say at one hundred dollars and up to one hundred and fifty dollars. When showing these caskets you should always mention that these prices have been the same for years, and the style and covering has been made the same way for many years. Most people want something new and it is a very easy matter to get them to look at something different. I have had folks come to me and ask if it was possible to buy a fifty dollar casket, and I would answer in the affirmative, and tell them that we have always carried such a priced casket for many years, and that it is known as a staple casket. Then I would show them how that casket had been improved upon to bring it up to the present day standard. Before they left, invariably, I have sold them something very much better. When I see the photograph of a new casket some salesman is urging me to put in stock, I make a mental price of what I think such a casket should be sold for, and then I generally ask the salesman as to the price the casket is retailing for at different places. If I decide to stock the casket I have in mind the longest and shortest price I will sell it for. Even if the highest price I had in mind at this time was not the price I eventually got for the case, I always try to have a set range of price. It is impossible to successfully put a certain price on a certain casket and obtain that price—you are liable to get more or less, and if you are the right kind of a salesman you will always get more. Set prices on caskets outside of a few staples are wrong and will lose you money. To have caskets marked in plain figures so that the customer can read them is very unwise. Never be too anxious to talk up a certain feature of any casket, allow your customer to ask questions, and you should be careful in your answers. Never misrepresent any article. Always make a right price, a price that will give you a fair and just profit, and you will never be afraid to tell your customer of the good points any casket might possess.



The latest addition to the motor equipment of the Gardiner Funeral Home, 172 Kennedy St., Winnipeg, is the above funeral car de luxe. This car is finished in a three-tone black, with richly carved draperies and pillars. The interior is of the finest solid mahogany. The chassis equipment include a 50 h.p. six-cylinder motor; five-inch cord tires, and every modern mechanical improvement.

One Treatment for a Case of Lobar Pneumonia, and a criticism

By Prof. Chas. O. Dhonau, Cincinnati College of Embalming, for Canadian Furniture World and The Undertaker.

THE detailed treatment of this case was as follows: The right common carotid artery was injected in both directions; first downward for the purpose of preserving trunk, limbs, and left side of face, second upward for the purpose of preserving the right side of the face. The right internal jugular vein was drained, draining being allowed from both directions. The drained blood and fluid was collected in a specially made square metal box which had a tube connection to the blood bottle.

At the time the artery was first opened, the operator removed from its lower end a small section of a fibrinous white clot formation. The downward injection was satisfactory from the operator's standpoint. When it came time to insert the tube in the upper end of the vessel, the tube passed into the vessel without apparent difficulty. When it came time to begin the injection into the upper end of the vessel, however, it was found impossible to cause a flow in that direction.

The writer then suggested that the fibrinous clot formation should have been removed from above the incision as well as from below, in the start of the operation. He suggested that since the clot was not removed from the upper end of the artery, the tube, in passing upward forced the clot to curl up ahead of it and finally closed up the vessel altogether, thus accounting for the failure to make fluid pass upward. The subsequent treatment made in this case was to take a long thin "Haller" injecting tube and pass it upward into the artery far enough to cause it to pass through the clot formation. The injection then made was, of course, successful and the right side of the face rapidly responded to the treatment.

Failure to recognize the significance of the white fibrinous clot formation, due to lack of specific training in pathology seems to be more worthy of criticism than any other particular happening in this case, for it was by this failure, to remove the clot in the upper portion of the vessel before inserting the tube that the artery was closed to the injection. Had this been recognized in the first place, the secondary treatment would not have been necessary.

In this particular case the cause of death (lobar pneumonia) was known to the operator. It is widely known that there is clot formation in the arteries adjacent to the heart in these cases and that its size, length and thickness depends on the particular condition of the body at the time of death. In many cases of lobar pneumonia the circulation to the face, depending upon the condition of the common carotid arteries to a great extent, is found to be insufficient for the purpose of the embalmer. In these cases the scientific embalmer operates so as to remove the impediment to the circulation, tears down the opposition so to speak, and obtains a correct circulation. The unscientific operator blunders along and meets with unusual secondary conditions because he did not recognize the significance of the primary conditions.

This is only one argument in favor of the compulsory addition of special pathology, particularly referring to the condition of the vascular system, to the curriculi of embalming schools.

NEW P. E. I. FUNERAL PARLORS

H. A. Compton & Sons are improving and enlarging their funeral parlors at Summerside, P.E.I. Among other things Mr. Compton has added a beautiful undertaking show room, parlor and mortuary, finished in white enamel with mahogany trimmings, large plate glass window and door, polished hardwood floors and furnished with fumed oak and wicker. The samples of goods are encased in dustproof wardrobes, giving the show rooms a homelike appearance. The object of this parlor is to afford a comfortable place for strangers and others who have no suitable place for holding funeral services. At the rear of the parlor is a bright and roomy trimming and embalming room, both of which are well adapted for the purposes intended.

Amongst the other improvements Mr. Compton has in view is the enlarging of the old furniture store on the corner of Central and First Sts., by the addition of another storey and converting the upper flat into a hall or lodge room.

NEW MASSAGE CREAM

The Greek name "Kosmoleum," has been chosen for the latest massage cream put out by the Champion Chemical Co., which will sell around $10 per half case of 12 bottles.

McLAUGHLIN'S NEW FORD

Jack McLaughlin is now travelling his territory in one of Henry Ford's busses. Mac purchased his car in Western Ontario and undertook to run it to Toronto without taking a lesson. He stranded for an hour and a half outside of Galt, and learned how to back up from that experience. Jack says experience is some teacher.

CARANAC

EMBALMING FLUID

Those that use this fluid do not believe there is a better one.

Our increase in business each year testifies as to its merits.

It produces the best results every time.

LET YOUR NEXT ORDER BE CARANAC

WE SHIP PROMPTLY

Caranac Laboratory

Peterborough - Ontario - Canada

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels, Ph. G.

ARTICLE VII

THE AXILLARY METHOD

(Continued)

THIS objectionable putty color can be obviated in only two ways, or, rather, by a combination of two ways. One is the drainage of every possible bit of blood from the upper part of the body—the face and the hands. The second is the injection of a fluid that is blood solvent in its nature (preferably a peroxide of hydrogen fluid) which will force these corpuscles of blood ahead of it and wash out the tiny corpuscles into the superior vena cava, whence they will be drained through the axillary vein and into the blood bottle.

To me and to those fifteen or twenty thousand embalmers who have had success with them, the use of the axillary vein tubes is so logical and the results obtained so satisfactory that it seems positively laughable to have a so-called doctor and a so-called professor denounce them.

It was but natural that when these tubes were first introduced more than ten years ago, that they should have been met with skepticism on the part of some and hostility on the part of others. This was to have been expected and is the fate of every innovation.

It is too late now, however, for any man, no matter what his motive, to assail them. They have demonstrated their efficiency so thoroughly and are used by progressive undertakers so universally, that for a "teacher" to attack either their value or their manufacturer is, to say the least absurd.

The embalmer's first serious lesson is the raising of the artery and vein. This in itself seems comparatively insignificant, but it is a very important accomplishment, not only because it is the first step in the process of disinfecting the dead human body, but also so as to be able to take up any one of the arteries that are used and needed, expeditiously, neatly and without soiling the clothing of the body and the operator's hands.

In order to do this properly the embalmer must closely study the lineal guides to the blood vessels, so as to ascertain their exact locations, which are near always definite. The brachial artery is most frequently the exception because of the abnormal development of the biceps and triceps muscles of the person who does manual labor. This anomalous condition is rarely found in any other part of the body, but is possible.

To the novice or the man in practice who lacks self-confidence, and the one who is inclined to be nervous, this is a most important fact to remember, because a positive idea of the line guides will give him the self-assurance he lacks always to locate and easily raise the artery he selects or which the condition of the body indicates in order that he may proceed with its proper disinfection.

The Axillary Artery commences in the arm-pit and extends down the arm for an inch into the brachial artery which continues further to the elbow on the inside of the arm. The course is marked by a depression existing between the biceps and the triceps muscle. At the bottom of this depression the medium nerve can be detected under pressue of the finger. The course of this nerve indicates the direction of the artery, which lies immediately under it.

When the position of the artery has been thus determined an incision should be made commencing in the armpit in the upper part of the hair line, extending the cut downward over the course of the artery, through the skin, fascia and fat, making an incision about one and one-half to two inches in length.

The operation is best accomplished by using a sharp-pointed pair of scissors to make a cut only through the skin about two inches in length—then using the hook or aneurism needle to separate the fat and fascia until the position of the blood vessels is disclosed; then the use of the fingers is preferable, because the sense of touch is most valuable.

The preference of the scissors to make the initial cut only through the skin prevents excessive leakage. The use of the hook separates the small blood vessels that supply the areola tissue which holds the fat globules in place instead of cutting them, as when a deep cut is made with the scalpel.

Frequently the vein makes its appearance first. The blood in the vein shows dark, and by pressing your index finger on either side of the incision, forcing aside the blood therein will expand the vein and thus make its identity easy of recognition. At this time the embalmer should carefully free the vein from the vascia surrounding it, tying a string around its lower end at the part of the incision towards the hand; then proceed to raise the artery at once, even before introducing the vein tube into the vein, as this obstructs the embalmer, especially a beginner, in his search for the artery.

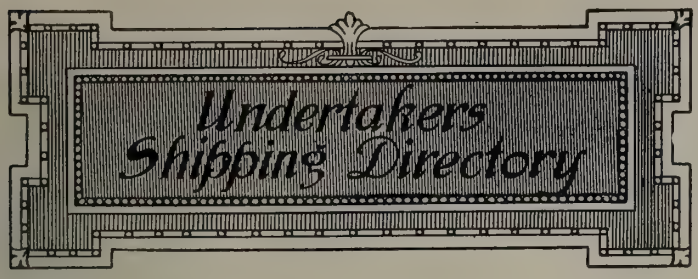
You will notice on pushing upward the lean muscular tissue towards the top of the arm just beneath its lower margin that a white substance will be found. This is the sheath or deep fascia surrounding the median nerve, the vena comes, the axillary artery and the internal cutaneous nerve.

Separate the sheath surrounding the nerves and artery until the median nerve is exposed to view. Separate the nerve and the artery from the tendons carefully, when you will be able to determine between the artery and the nerve by pressing on the arm over the artery towards the incision, thus collecting the blood in the artery. This will fill out the artery and so identify it from the nerve. This is more noticeable and easier of accomplishment, when the aneurism hook is used properly instead of the finger in raising up the artery and nerve, because too much pressure upon the lower side of the artery as it is tightly stretched over the finger will only prevent the filling up of the artery with the blood thus collected, and interfere with this ready test.

(*To be continued*)

EMPLOYMENT WANTED BY RETURNED MEN

Canadian Furniture World and The Undertaker will publish free of charge to returned men any application they may make for employment in the furniture or undertaking fields. Please word applications as briefly as possible, and give name and number so that mail may be forwarded.



ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
57 King Street West.
Blachford & Sons,
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Geo. J. Chapman
742 Broadview Ave
Phone G. 3885
Ambulance service.
Cobbledick, N. B.
1508 Danforth Ave., and
2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
J. A. Humphrey & Son,
463 Church St.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Sain

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Index to Advertisers

B

Ball Furniture Co. 24
Bell Furniture Co. 17

C

Canada Furniture Mfrs. 14
Canadian Feather and Mattress Co... 17
Canadian Rattan Chair Co. 23
Canicula Company, Limited 57
Caranac Laboratory 61
Champion Chemical Co. .....i.b.c.
Chatfield, C. B. 64
Colleran Spring Bed Co. 12

D

Dominion Manufacturers 55-56
Dominion Oilcloth Co. ....

E

Eckels, H. S. & Co. 63
Egyptian Chemical Co. 64
Evel Casket Co. 59

F

Farquharson, Gifford Co. 11

G

Gendron Mfg. Co. ....i.f.c.
Globe-Wernicke Co. 6-7

H

Hourd & Co. 18

I

Imperial Rattan Co. 10

K

Kindel Bed Co. 3
Knetchel Furniture Co. 22

L

Lloyd Mfg. Co. 26
Life Long Furniture Co. 58
Legge Bros 20

M

Maxwell Mfg. Co. 52
McLagan Furniture Co., Geo. 4-5
Meaford Mfg. Co. 15
Malcolm Furniture Co., Andrew 13
Marshall Sanitary Bedding Co. ....i.f.c.

N

N. A. Furniture Co. 24
National Table Co. Ltd. 24
National War Savings Committee .. 20
North American Bent Chair Co. 19

O

Ontario Spring Bed Co. 18
Owen Sound Chair Co. 24

P

Pathe Freres Phonograph Co. 45
Pollock Mfg. Co. 49

R

Robertson & Co., P. L. 58

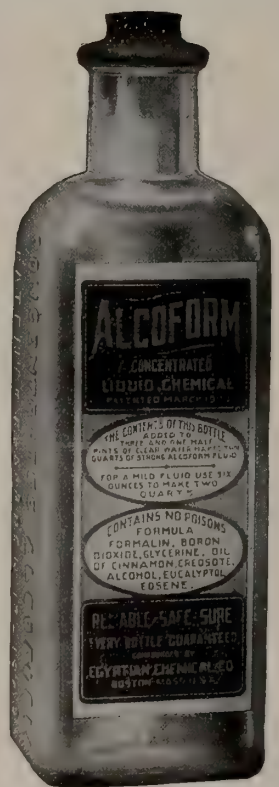
S

Shafer & Co., D. L. 24
Steel & Co., Jas. 24
Stratford Chair Co. 8-9
Stratford Mfg. Co. 10

W

Walter & Co., B. 18
Woeller, Bolduc & Co. 17

The Original Patented Concentrated Fluid



Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A.

For Sale Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

EXPERT EMBALMER and funeral director, not engaged at present, would take position as manager of undertaking department of large firm. Also have practical knowledge of the furniture trade. Churchill and Ould, Huntsville, Ont.

WANTED—A second-hand hearse, must be in good shape. Churchill and Ould, Huntsville, Ont.

WANTED—Traveller, calling on furniture trade, to handle special line, on commission. J. R. Eaton & Sons, Limited, Orillia, Ont.

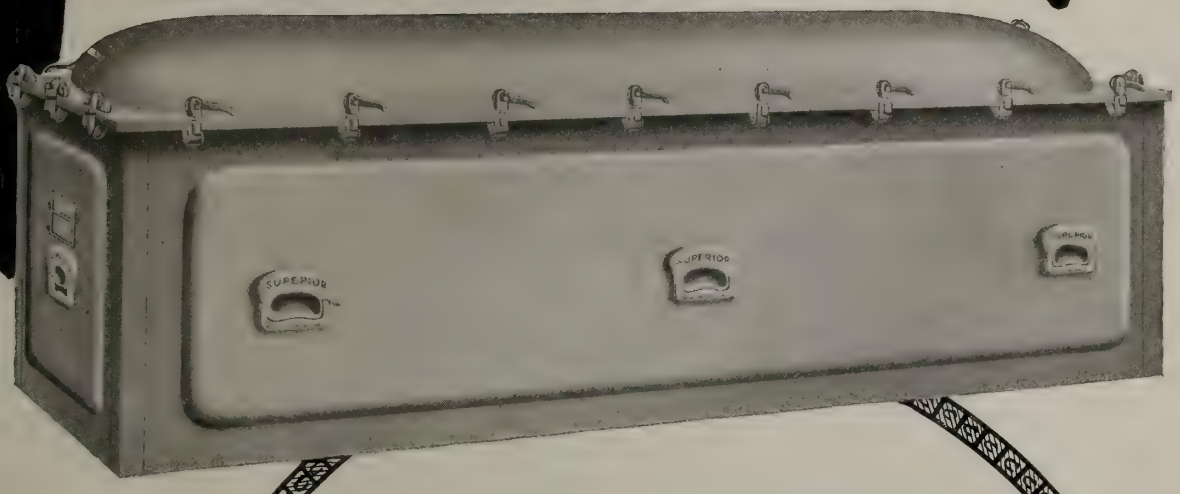
C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.



Gentlemen - we present "SUPERIOR"!



The "Superior" Light Weight Shipping Case marks another Mile Stone in the Steady Progress of this Company

Our policy has always been, NEVER to place a new product on the market, until it had been TRIED AND PROVEN: This first step is accomplished, now the second step begins — INTRODUCING the "SUPERIOR" LIGHT-WEIGHT SHIPPING CASE to the trade.

The "SUPERIOR" is built with an arched lid, which is positive insurance against crushing, either in transport or when used as a burial vault. Welded, reinforced corners—hermetically sealed when closed and locked—STRONG AND RIGID —yet of weight light enough to be easily handled. The "SUPERIOR" meets every requirement of Transportation Companies, Boards of Health, and Cemetery Associations.

May be used as a Burial Vault, but is not sold as being burglar proof.

OUR "BAKER," "CHAMPION," AND "BOYD" VAULTS EMBODY EVERY BURGLAR-PROOF FEATURE.

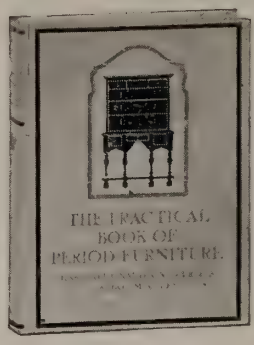
The "Superior" Light-Weight Shipping Case carries the positive guarantee of QUALITY AND SERVICE, which has distinguished "CHAMPION" products since 1878.

Your enquiry will receive our CAREFUL ATTENTION

THE CHAMPION CHEMICAL COMPANY

SPRINGFIELD, OHIO, U.S.A.

ALL DEALERS WHO WISH TO KNOW ALL THEY CAN ABOUT PERIOD FURNITURE, ORIENTAL RUGS AND AMERICAN ARTS AND CRAFTS SHOULD SECURE THESE SPLENDID VOLUMES.



The Practical Book of PERIOD FURNITURE

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

With 250 illustrations. A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo, handsome decorated cloth, in a box, $6.10. Postage paid.

The Practical Book of ORIENTAL RUGS

By G. GRIFFIN LEWIS.

New Edition, Revised and Enlarged. With 20 illustrations in full color. 93 illustrations in doubletone. 70 designs in line. Folding chart of rug characteristics and a map of the Orient. Octavo, handsomely bound, in a box, $6.10. Postage paid.

The Practical Book of EARLY AMERICAN ARTS AND CRAFTS

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

American glass, Mexican majolica and glass, American ironwork, copper, brass, lead and tin, needlework, silverplate and goldsmithing, pewter, pottery, decorative painting on household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. 232 illustrations. Octavo, handsome cloth, in a box. $6.10. Postage paid.

CANADIAN FURNITURE WORLD and THE UNDERTAKER

32 Colborne St., TORONTO, Ont.

CANADIAN
FURNITURE WORLD
and The UNDERTAKER

MAY, 1919



Published by THE COMMERCIAL PRESS, LIMITED, 32 COLBORNE STREET, TORONTO

ROLLING and WHEEL CHAIRS

Our line is made to suit ANY purpose: for a person disabled in either limb our **Divided and Independent Leg-rest Chairs** are most handy; for a person convalescing our **Reed Body Chairs** are found to be most comfortable.

We make other convenient articles for invalid use, such as

CARRYING CHAIRS, BARS, and PLATFORMS

HOUSE CHAIR TRUCKS



FOR ALL PURPOSES

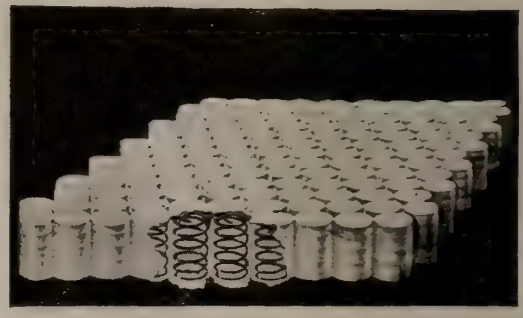
Our Grade "C" Catalogue if you are interested

THE GENDRON MFG. CO., LIMITED, TORONTO, CAN.

MARSHALL Cushions

are

Labelled and Guaranteed



When you buy living-room furniture insist on it being upholstered with Marshall Cushions—then you need not hesitate to guarantee to your customers every suite you sell. We stand behind the Marshall cushion with our unqualified guarantee—if the cushions do not "stand up" we are anxious to make them right—they are the best that money can buy. Insist on them being labelled so that your customers will know what they are buying.

TRADE MARSHALL SPRING MARK PATENTED

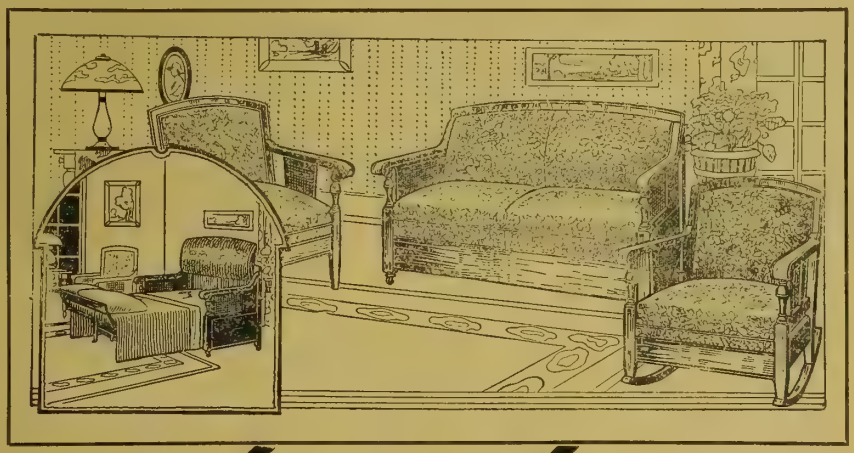
Marshall Ventilated Mattress Company, Limited

TORONTO CHICAGO LONDON, ENGLAND

STRATFORD FURNITURE

Our New "480" Kodav Suite

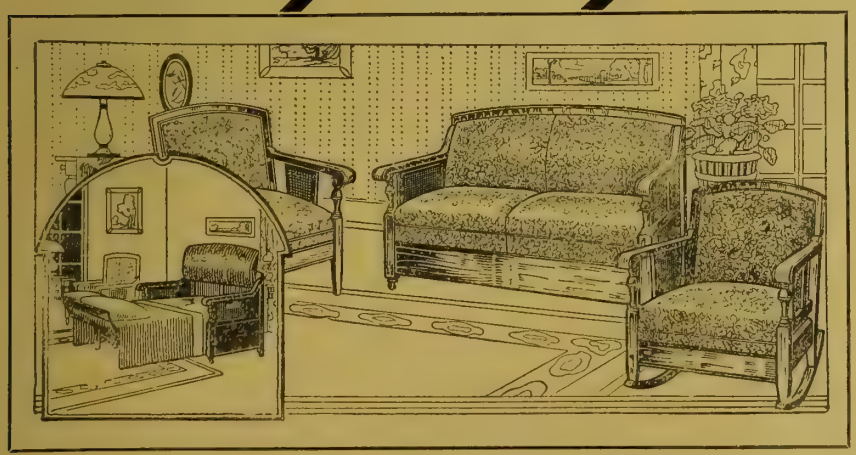
The fastidious buyer will find this handsome new suite a decided departure from the usual line of bed-sitting-room furniture. Made in the period of William and Mary, frame in mahogany with cane panels, and neatly upholstered with striking designs of tapestry, No. 480 will command a ready sale wherever it is shown.



Attractive and Comfortable

KROEHLER KODAVS

Superior Construction Materials and Finish



Owing to the housing problem the demand for Kodav Suites has been greatly increased. Our consumer advertising in such papers as The Saturday Evening Post and Good Housekeeping is building a steady demand for dealers featuring this high-class furniture. Write us to-day for prices on No. 480.

THE Kindel BED CO., LIMITED : STRATFORD, ONT.

STRATFORD FURNITURE



5060A—Buffet

The suite here illustrated has proven its worth by the big demand it has created. Its distinctiveness will create business for you; and satisfaction for your customers.

Absolutely true in every detail to the period which it represents, and constructed according to McLAGAN standards, it commends itself to all furniture connoisseurs.



5064—China Cabinet



5068—Side Table

The George McLagan Furniture Co., Limited - Stratford, Ont.

STRATFORD FURNITURE

Beauty of design, perfection of cabinet work, and excellence of finish, are the three outstanding characteristics of all McLagan productions.

Your troubles vanish, your sales increase, and your profits show phenomenal growth when you are selling McLagan's famous furniture. Write us for catalogue.



5060—Buffet



5059—Diner



5067—Extension Table



5059A—Diner

The George McLagan Furniture Co., Limited - Stratford, Ont.

STRATFORD FURNITURE

RATTAN FURNITURE



We offer a line of unusual scope and we submit for the consideration of Canadian Furniture dealers a degree of quality and a range of different designs not found elsewhere. When you handle our line your store will become noted for giving highest value at lowest price—***BEST*** there is always.

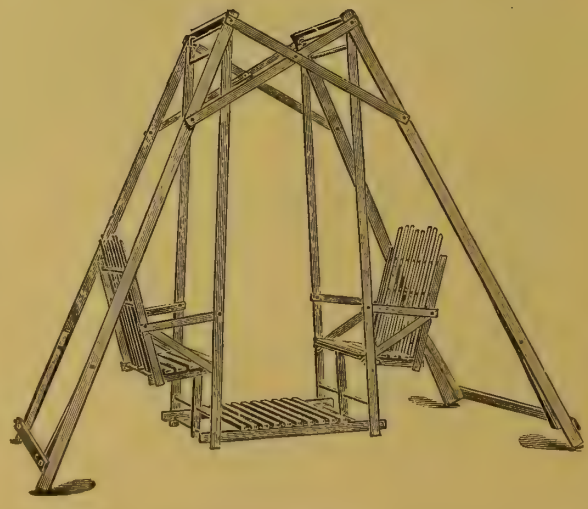
WRITE FOR NEW PRICES

IMPERIAL RATTAN CO., LIMITED : STRATFORD, ONT.

LAWN SWINGS

Cash in on the enormous demand for SWINGS for lawns, verandahs, and summer homes. Show Stratford Swings on your floor, and you will find that they are QUICK movers and attract people to your store during the SPRING and SUMMER months.

Folding Extension Gates
Curtain Stretchers
Suspended Verandah Swings



Stratford Swings are sturdy, reliable, and safe. They are built to last a lifetime. Furniture dealers are urged to place their orders at once in order to insure early delivery. Get our supplement to catalogue 5, which illustrates many new designs in summer furniture.

Garden and Park Seats
Lawn Chairs
Camp Stools and Cots

The STRATFORD MFG. CO., Limited - STRATFORD, Ont.

STRATFORD FURNITURE

Attractive Dining Room Suite

in
William and Mary
Design



Chair No. 1674—1



Table No. 368



Arm Chair No. 1674—5



Buffet No. 661

Our new catalog is just off the press and ready to be mailed. If you do not receive a copy in the near future let us know.

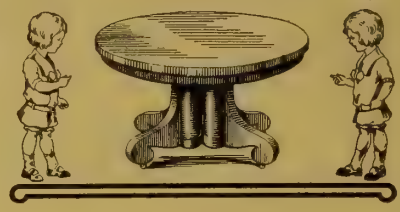
Write for prices and get this suite on your floor. It's a good seller.



China Cabinet No. 414

The STRATFORD CHAIR CO., Limited :-: Stratford, Ont.

TWINS



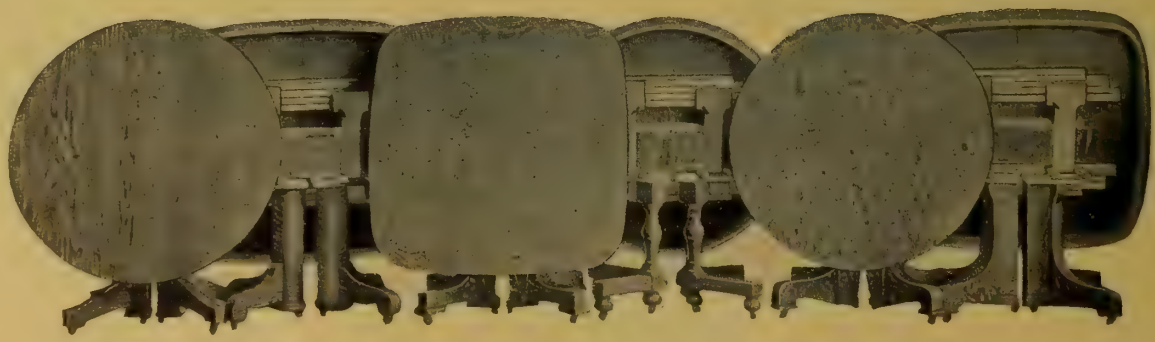
Specialize On "TWINS" During the Reconstruction Period

Tilt-Top "TWIN" Pedestal Extension Tables should be featured strong by every furniture dealer during the period of reconstruction. Numerous Canadian soldiers returning from overseas with their brides, and others who had been waiting the war to end will now be brought together by the links of matrimony. These are only some of your prospects.

Put "TWINS" in your window. Demonstrate their special features to your prospective customers. They will see the point, and buy.

Write for new prices at once

Chesley Furniture Co., Limited - Chesley, Ontario



GOLD MEDAL LINE

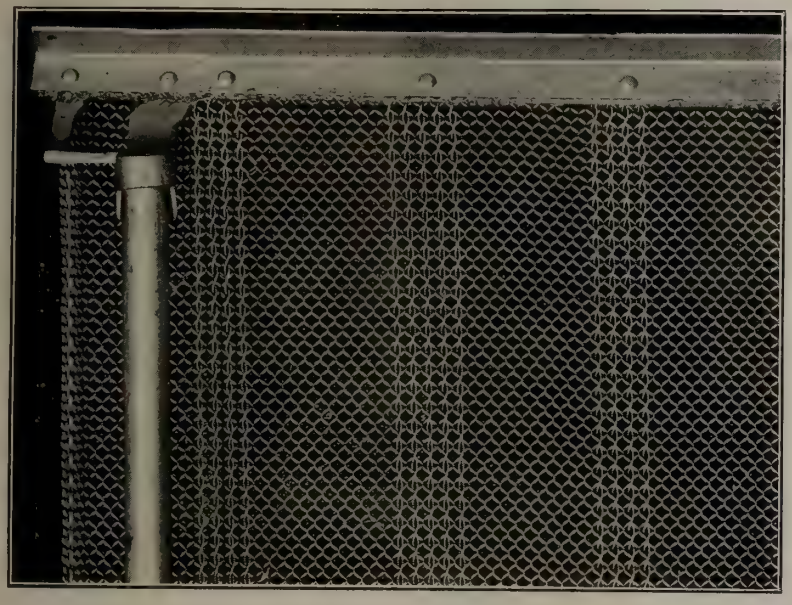
SPRING TIME IS BED SPRING TIME

We are extremely busy in our Bedding Department, and dealers are advised to anticipate their requirements ahead so as to avoid delay and disappointment in deliveries.

HERCULES

REGISTERED

BED SPRINGS



Many years of test has put the stamp of public favor and confidence on the celebrated guaranteed

"HERCULES"
(Reg. Trade Mark)

"PURITY"
(Registered)
Mixed Mattresses and "Gold Medal" Felt Mattresses



Manufacturers of Upholstered Furniture, Bed Springs, and Mattresses

GOLD MEDAL PHONOGRAPHS

The Gold Medal Furniture Mfg. Co., Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE



No. 5010 Chiffonier

MEAFORD

Meaford Furniture is known and respected in every Canadian city and town. No introduction to the name is necessary. In time and energy, as well as margin, the retail merchant reaps a nice profit by handling MEAFORD FURNITURE. The name is a guarantee of the best in its class.



No. 5010 Chair



No. 5010 D. T. Chair



No. 5010 Dresser

The Meaford Line

DININGROOM SUITES
WARDROBES
MEDICINE CABINETS
HALL RACKS
SEATS *and* MIRRORS
DESKS, BOOKCASES
LIBRARY TABLES
CENTRE TABLES
JARDINIERE STANDS



No. 5010 Dr. Table

MEAFORD MANUFACTURING

FURNITURE



No. 5010 Rocker

The suite illustrated is our latest production, and our first showing in veneered goods. Particular attention has been given to quality of workmanship and materials, and we are confident it will find a ready market. Every furniture dealer in Canada should have this suite on his floor, and we urge you to place your order early so that you can show it for the spring trade.



No. 5010½ Dresser



No. 5010
Low Back

DON'T NEGLECT TO WRITE US TO-DAY, AND GET OUR QUOTATIONS ON THIS ATTRACTIVE SUITE. YOU WILL BE SURPRISED INDEED AT THE VALUE.



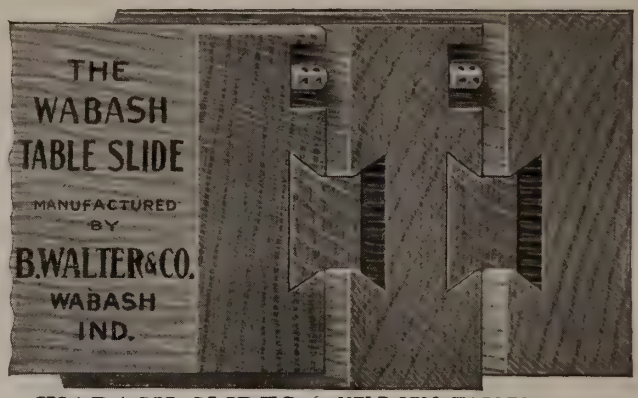
No. 5010 Bed

CO., LIMITED, Meaford, Ontario

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith



You will be interested in our special offer to buyers in gross lots. Write for full particulars.

A ProfiTABLE Proposition

You know from experience that it's easier to sell several low-priced articles than one expensive piece of furniture.

The "Peerless" practically sells itself and every sale represents just so much more profit to you.

Why not give the

PEERLESS FOLDING TABLE

a prominent place on your floor and in your window?

Everybody is a possible buyer and every buyer is a constant, living advertisement for the "Peerless" and the store where it was purchased.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **DEPT. W LONDON**



KAPOK

Now that the Best can be had—
SELL IT!

With the removal of restrictions on the importation of Kapok, it is again possible for you to supply your customers with our splendid high grade

KAPOK MATTRESSES

These Mattresses have a well-established reputation for RELIABILITY with both Trade and Public. With their growing popularity they offer excellent possibilities for the Dealer.

If unacquainted with our Kapok Mattresses, have us send you full particulars AT ONCE. You will find them quick selling and profitable.

The Canadian Feather & Mattress Co.
LIMITED
TORONTO OTTAWA

"Queen Anne" Period

Made in Red Gum, Satin Walnut Finish



No. 376—Dining Room Suite

The above suite in Queen Anne Period, is an example of the suites which have made the KNECHTEL line so popular.

No details have been slighted in designing our furniture in order that it might appeal to the most critical buyers, yet the suites have been planned and priced so that the average buyer need not turn away because of the cost.

"KNECHTEL" is the furniture that you need for quick turnovers in your store. Our newest suites are illustrated in catalog No. 50. If you have not a copy send for one to-day.

THE KNECHTEL FURNITURE CO.

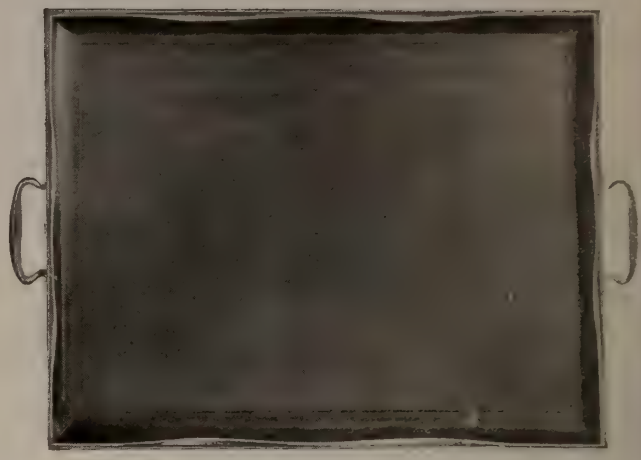
LIMITED

HANOVER ONTARIO

TWO NEW DESIGNS



No. 37—A Unique Pattern, Size 12 x 16; Mahogany Finish, Combination Brass and Wood Handles.

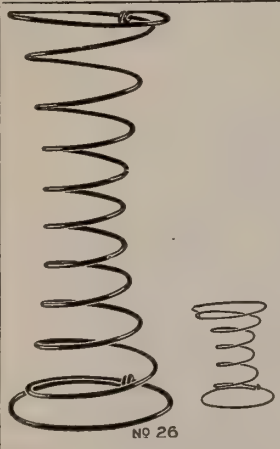


No. 39—A Medium-Priced Novelty, Size 12 x 16, Mahogany or Walnut Finish, Brass Handles.

The Serving Trays illustrated are two of our latest numbers, now being shown with our big line of Framed Pictures and Mouldings.

PHILLIPS MANUFACTURING CO., Limited

258-326 CARLAW AVENUE TORONTO, ONTARIO



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

for spring bed and mattress fabrics.

Get the habit; buy Canadian springs.

James Steele, Limited

Guelph, Canada

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application

At all times it is essential for the salesman to know his goods, but when times are a little quiet it is doubly so, and anyone desirous of making a success as a salesman must first equip himself with a thorough knowledge of the line he is trying to sell.

Here is the book which you need to give you accurate, concise, and complete furniture information.

THE PRACTICAL BOOK OF PERIOD FURNITURE

By

Harold Donaldson Eberlein

and

Abbot McClure

With 250 illustrations that illustrate RIGHT FURNITURE

A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo. Handsome decorated cloth, in a box—$6.00 net, postage extra.

This book will be welcomed by all those who wish to buy Right Furniture (Antique or Reproduced) for the Household, by all dealers in the same, and by all makers of Correct Reproductions. Whether you are a Salesman, Manufacturer, Dealer, Designer, or Connoisseur, you should buy this Handsome Practical Volume.

PRICE $6.10, Postage Paid

CANADIAN FURNITURE WORLD

and THE UNDERTAKER

32 COLBORNE ST., TORONTO



No. 9399

"Modern Queen Anne" Bedroom Suite

Manufactured in both Walnut and Mahogany at our Kitchener factory



No. 9397

Conservative productions, such as this new "Queen Anne" suite, are characteristic of our entire line. Note the simple dignity of design. Strong character is expressed in line and contour, and refinement in the sufficient, yet limited, and very appropriate ornamentation.

PRICE ON REQUEST



No. 9395

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.
WHOLESALE SHOWROOMS TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

OUR ADVICE FOR 1919 TRADE IS ORDER EARLY

from the one plant whose facilities and capacity enable us to hold the reputation of ALWAYS DELIVERING THE GOODS.

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA

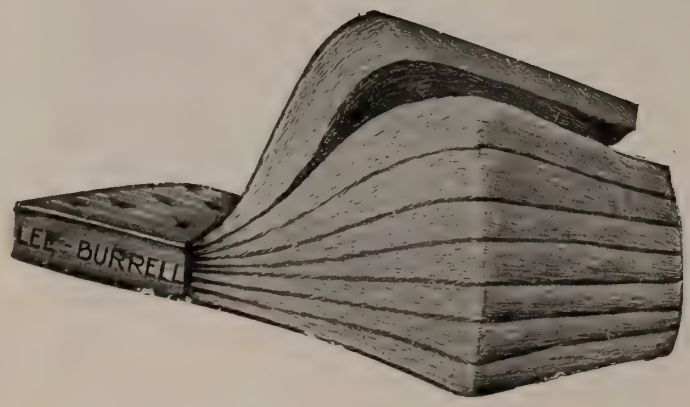
SHAFER CEDAR CHESTS

They have an established reputation for quality, and exceptional merchandising value—selling better every month that passes. Skilled workmen and best material make possible the execution of our effort to build only chests of character.

Prices and illustrations on request

D. L. SHAFER & COMPANY—ST. THOMAS, ONT.

"HYGIENIC" MATTRESSES



When you sell "Hygienic" Mattresses you can rest assured that your customer has a mattress that will give entire satisfaction. They are well-made to give lasting wear and can be depended upon to be sanitary.

Write us at once for new prices.

The Standard Bedding Company

Mattress Specialists

27-29 Davies Avenue Toronto, Ontario



EASY TO SELL
because so well advertised

THE above reproductions show three of the full-page advertisements of the campaign—now at its height—for the popularizing of FELTOL.

Farm Publications and the leading newspapers in twenty-six Canadian cities are carrying this advertising. We estimate that every one of these Feltol advertisements is read by some three million people—and at least half of them women.

FLOOR
FELTOL
COVERING

This advertising will do much more than sell the goods advertised. It is already stirring up a lot of interest in floor coverings generally.

Pointing out to women the importance of good-looking floors, the Feltol advertising is a stimulus to your business. The woman who reads such advertisements is fairly certain (whether she buys Feltol or not) to get *some* Floor Covering to improve the appearance of her home interior.

MADE IN CANADA BY

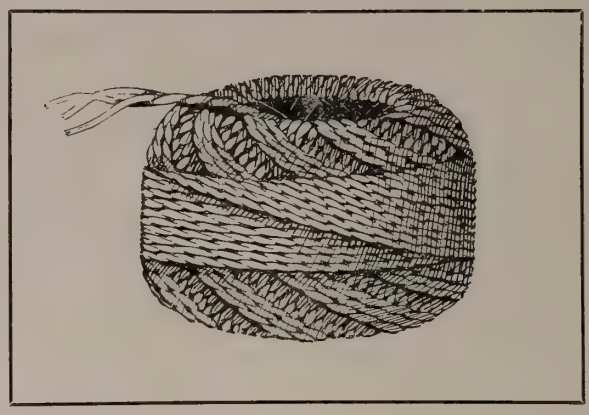
THE DOMINION OIL CLOTH COMPANY
LIMITED

MONTREAL

Feltol is not linoleum or floor oilcloth, but—it is the BEST felt-base floor covering made. Superior to the best imported, yet much lower in price.

In order to take advantage of this campaign you should carry a GOOD stock of FELTOL. Pattern Book and QUALITY Sample on request.

DUPONT CANADIAN INDUSTRIES



LOOK closely at a piece of string. You will note that it consists of a number of threads or fibres twisted closely together. The more threads, the greater the tensile strength. Remove one, two, or three threads, and what happens? The string becomes weaker, of course!

Just so with a hide, when it is new and intact it is strong and durable, but split it into a number of hides and it loses practically all of its tensile strength, and will tear and scruff readily—just like the string.

FABRIKOID is different. It consists, in the first instance, of strong fabric, coated with numerous films of pyroxilin, and is then embossed to give it a leather finish. It is not split, and, therefore, its tensile strength is not impaired, and furthermore, it is waterproof, stainproof and greaseproof.

These are features that appeal to your good customers, and in recommending DUPONT FABRIKOID to them you can rest assured that you are giving them absolutely the best value for their money on the market.



Write for one of our Fabrikoid glass signs. Hang it prominently in your store, it will help your sales.

DUPONT FABRIKOID CO.

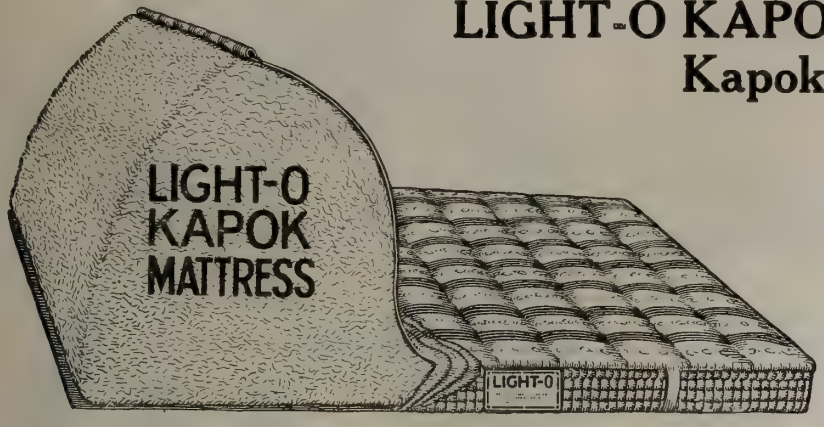
Sales Offices

63 Bay Street - TORONTO

DUPONT

"QUALITY MATTRESSES"

LIGHT-O KAPOK Sets a Standard for Kapok Mattresses





Quality Felt—Made in one or two parts

At present there are various Kapok mattresses manufactured in many different styles and weights, and in many instances substitutes are being used. The result is that Kapok has already lost some of its good virtues as a mattress filling.

We are Mattress Specialists, and our extended experience in developing Kapok into a Comfortable and Serviceable Mattress proved that a Standard in weight, covering and workmanship is absolutely necessary to make a good mattress. LIGHT-O has them all.

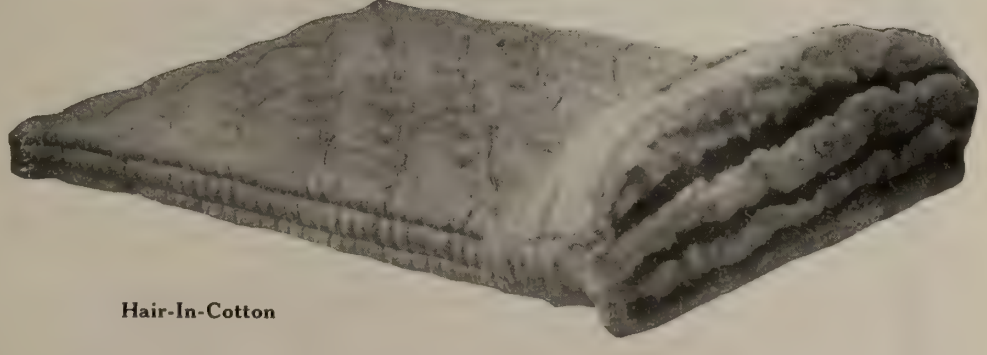
Write for particulars.

The QUALITY Felt, So-Pleasant Felt, and Hair-In-Cotton are also high-grade Mattresses, which possess Quality features that give greater service and Longer wear, and should be on your show racks.

We also manufacture a full line of medium and combination mattresses. Send for complete list.



So-Pleasant—Showing Imperial Edge



Hair-In-Cotton

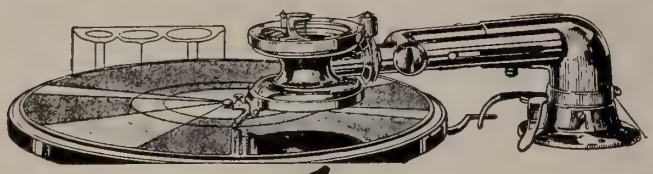
The Quality Mattress Company

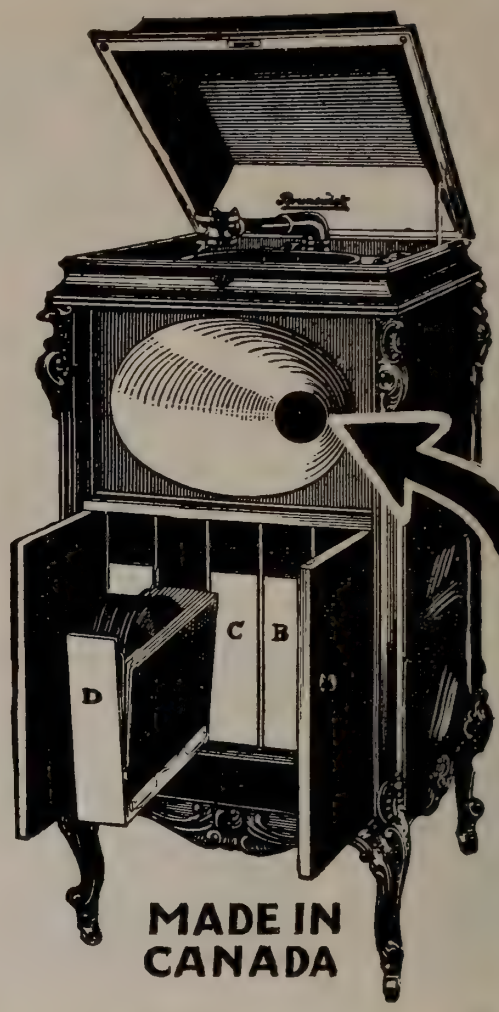
WATERLOO - ONTARIO

Two Great Inventions Exclusive to

The Brunswick

ALL PHONOGRAPHS IN ONE





It Had to Come!

The Brunswick just had to be. In every industry the law of evolution applies, and sooner or later, perfection is attained.

Just as we have seen the automobile perfected in the last fifteen years, so those in the phonograph industry confidently watched for the "Final Phonograph."

And it has come. The "Final Phonograph" is the Brunswick—the instrument which plays all records CORRECTLY. The Brunswick unlocks for you the whole world of recorded music.

In addition to having all the good features of every other good phonograph, the Brunswick alone has these two supreme inventions:

1. —The "Ultona—an improved tone arm and reproducer which provides, by a mere twist of the wrist, the exact WEIGHT, the proper DIAPHRAGM, and Correct NEEDLE for every make of record.

2. —The all-wood oval tone amplifier—built like a violin. This tone chamber, oval-moulded from choice woods, and absolutely free from any kind of metal, eliminates all harsh metallic notes.

The Brunswick plays better, looks better, costs no more, and gives you unlimited choice of records.

DEALERS! Get the Brunswick on your floor and reap the benefit of its prestige. We have an exceptionally good proposition to offer you. Write us to-day for full particulars.

The Musical Merchandise Sales Company

Sole Canadian Distributors

Excelsior Life Building - TORONTO

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States,

VOL. 9. TORONTO, MAY, 1919. No. 5.

BABY CARRIAGES IN FURNITURE STORES

How to develop sales—Price cuts little figure—"Best baby" needs best carriage—Build up profitable department

Written for Canadian Furniture World by P. W. Read, of The Green Furnishing Co., Hamilton.

THE purchase of a carriage for baby—one place where price cuts little figure, a fact most merchants fail to realize. People will buy inexpen pensive articles for various purposes, but a mother never considers money when Baby is concerned.

Naturally, she has the "best baby," and therefore nothing is too good for her offspring. This is true in 99 cases out of a hundred. Therefore, why have in stock a quantity of inexpensive or unpretentious carriages?

Baby's department is a profitable one and can be made really large. Consider a moment — first, carriages; second, a crib; third, toys, and next, a go-cart or sulky. Anyone can see at a glance that a continual stream of business will accrue from baby's birth, provided good service is rendered, of course. This does not include baby walkers, sleighs, carriage robes, etc.

Getting back to prices—no store need be in the least afraid to advertise a $65 carriage. By no means. Here is the psychology of it: When a new mother sees the advertisement she feels that there is the carriage for her little one—it must be fine—because it's $65; on the other hand, if a $25 cab is advertised, she feels that that store cannot supply her want.

So you see, instead of a price appeal in the matter of selling carriages, it must be an appeal to pride, distinction and variety.

Following this policy, the Green Furnishing Co. has built a large business in things for baby. In advertising a baby's department it is folly to believe that a substantial business can be built if the department is placed at one end of the basement with stoves at the other end.

No sir — it can't be done, and this firm has expended a great deal of money and effort in placing "Baby's Own Department" "on the map."

Baby's Own Department is now quite a large institution and occupies the top floor of the new building. In the first place, the floor is polished oak, and is always kept shining; the walls are suitably colored and the border is bedecked with animals, such as dogs, cats, rabbits, chickens, and so on, which are so interesting to the childish mind.

The display is made up of cribs, bassinettes and carriages—and the carriages—every kind to delight the heart of Mother—every color is there with elaborate upholstery.

There are gray ones, ecru colored ones, brown, black, green and beautifully finished cream carriages; English perambulators and whatnot—in all one hundred absolutely different styles—and a supply in the warehouse to back the stock up.

It must not be forgotten the advantage of being in possession of an exclusive line. Then exclusive styles can be advertised and the greatest selling talk can be used that Mother will not be bumping into "this style everywhere she goes." Another point in securing stock is to go to new fields and procure carriages that are absolutely different—buy them for show.

Showing so many carriages and a few striking models gives the impression that here is the place to buy—and it is. Once Baby's Own Department is firmly established it is not difficult to perpetuate it.

Of course, spring is the time to sell carriages—that is, the greatest number, but naturally it is an all-year-round proposition. A great deal may be said and arguments brought to bear on the necessity for fresh air and outside rides, but the main thing is style and distinction.



A good ad. splendidly worded and printed.

Some salesmen are adapted to selling carriages. A father makes the best salesman in view of his experience. Greater confidence is exhibited by the new mother in the salesman who has children of his own. In the case of a mother with her first baby there is often a self-conscious air, but the parent salesman quickly disperses such handicap. Therefore, it is well to pick out a man who likes selling them and makes a hobby of Baby's Own Department.

All advertisements invite the new mother to bring baby with her; sometimes grandmother is invited too.

And so it goes that interest is maintained in this department—scores come to it daily and likewise many carriages are sold.

BABY WEEK SALES

The widespread observance of National Baby Week, last year, and which, by the way is being observed during this month throughout Canada, should be the means of stimulating sales of baby carriages. Last season, store windows all over the Dominion blossomed in dainty colorings and enchanting baby equipment. Baby week sales were held everywhere and baby goods generally were much in evidence. There is nothing more certain to catch the crowd than an effective display of baby carriages and other needs. The natural and universal human interest in the "kiddies" is intensified by the attractiveness of the goods themselves.

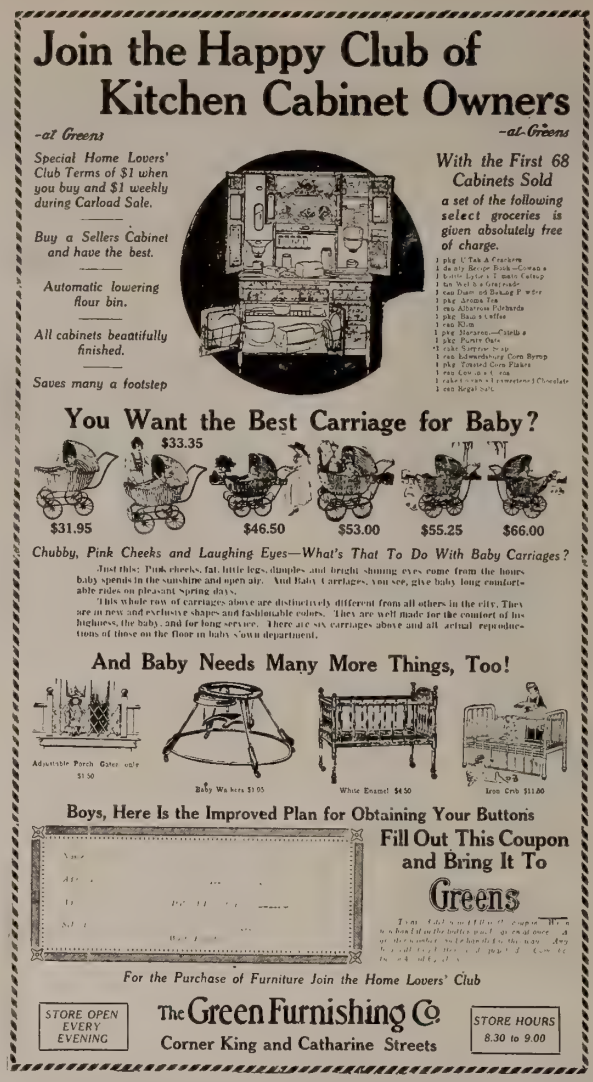
Many wonderful windows were shown during the week last year, and a specially fine one was shown recently by The Murray-Kay Co., Toronto. As baby goods display is an all-year-'round feature, suggestions toward an attractive window display of this kind are always timely.

The first and most important adjunct to a window display is a fitting and artistic background. This gained, the rest is easy. Backgrounds are becoming more and more a subject of careful study and offer a splendid scope for the ingenuity and taste of the decorator. Blue and white or pink and white make good combinations for a display of baby carriages or juvenile furniture, and there are no insurmountable difficulties to prevent any dealer from making up a striking and satisfactory window. Given a background, the rest is easy.

GETTING PROSPECTS' NAMES

Then there are methods that might be employed to induce sales. Most merchants would willingly give something to know the names of a number of prospective purchasers of baby carriages and other important items in their lines. It is possible to uncover these prospects by offering a premium for such information. Get up a circular addressed to school children, saying you will give a baseball or a doll, or some other attractive article a youngster of twelve or fourteen would like, to anyone bringing the name of a friend or relative who is planning to purchase or talking of purchasing a baby carriage. Look up the birth column of the daily paper and after a month or so send a little card. If you adopt the first means and you are afraid the children will take advantage of you, give them a nominal souvenir for the name and offer a more valuable present when the sale has been made.

Many other means could be used to induce sales of carriages, go-carts and juvenile furniture generally.



Another "Green" ad. which coupled up baby carriages with other baby needs and home furniture.

Thus, change and variety are always of the utmost importance. Attacking the same proposition from a different standpoint pays in the business world especially. In every community people are constantly moving in and out. You ought to know something about all of the people who come into your community. It doesn't matter much about them personally, but it does make a difference whether you get their trade or not. Here is an idea.

Suppose you have five hundred or a thousand letters printed somewhat as follows:

"Dear Friend: We are sending you this letter to welcome you into one of the best towns, we believe, in the country. We want you to take an interest in its welfare and help along in its progress. We are also anxious to have you visit our place of business, and should you need anything in the general furniture line, it will be a pleasure to us to serve you.

"Just now we are showing some exceptional values in dining tables, rugs and carpets. At the same time we have practically everything you might need in furniture. We shall be pleased if you visit our store among the first in town.—Yours very truly."

A package of such letters will be sufficient to last for several months, perhaps a year, as you will simply mail them as you learn the names of newcomers. The best way to do this is to instruct your men on delivery wagons to inquire who is moving in next door or who the new family in a row may be, at the time they are

GET ORIGINAL IDEAS IN SELLING

Very often it takes but a small thing to turn a sale in your favor. Perhaps you have noticed that in many instances you or your salesman have talked to customers for a very long time, and then by chance mentioned just one trivial thing which has had the effect of producing a sale.

(*Continued on page 28*)

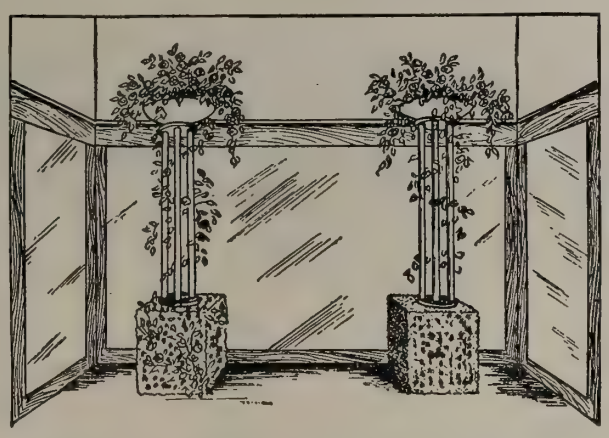
INTELLIGENCE GOVERNS WINDOW TRIMS

Proper window dressing means good salesmanship—Color's place in the window display—Planning the background—Show goods as they are to be used—Something new in window cards—Glass makes good card for window

ARRANGING a window exhibit to get the best effect is not a matter of guess-work. It requires the exercise of intelligence. Simple as it seems at first glance, it involves the whole science of salesmanship. Being essentially an appeal to human desires and necessities, the window display must take into account many principles of expression which come within the domain of psychology. The ways in which the human mind operates have been studied for centuries. The knowledge thus derived has been classified and systematized in the science of psychology. Broadly speaking, this includes a description of the methods by which the five senses are affected by instruments for conveying ideas and emotions to the brain.

Painstaking experiments have disclosed the fact that human beings are susceptible to colors in varying ratio. Colors which are antagonistic to one another produce a disagreeable sensation. In turn, this sensation is extended to the articles embraced within the area of the conflict. Consequently, when arranging the background of a window exhibit, care should be taken to avoid a clash of colors which is sure to distract from the commodities displayed. Thus, for example, yellow and purple displease the eye when used in conjunction. Pink and brown do not go well together. Bright red and heliotrope are not harmonious in combination.

Therefore, when you are planning the background for your window display be sure to choose such combinations of colors as produce the most gratifying impression upon the passerby. When you decide upon a color or set of colors, do not let your decision be final until you have tried out the color or colors in association with the goods which you intend to display. Bear in mind that the function of the window exhibit is to attract attention in the most favorable manner possible and to hold it long enough for the goods to make a strong appeal to the eye and mind of the observer.



Suggestive background for window display which should help tone up a trim for spring furniture lines. A little added time and thought put into the window arrangement helps wonderfully in the effectiveness of the display.

TRY "GLASS" WINDOW CARDS

Try to inaugurate something new that will help to attract attention to your window and your store. For instance, here is a suggestion for a new variety of show card. It is made from a plain, ordinary pane of glass. It can be used time and again; it can be painted to match any color scheme; and it always looks well.

Lettering glass "cards" is easy. Use any dry color rubbed up with water containing a little acacia. The paint can be washed off in a jiffy—and that means a considerable saving when the high cost of cardboard is considered. To make a "card" that will match a particular color scheme, paint all over one side of the glass with gum-water color and put the lettering on the other side. This scheme makes a very effective card.

Chalk is a good basic pigment for gum-water painting. It can be tinted with carmine, soluble blue, burnt umber, sienna, chrome colors, or any sort of material of the desired tint. Water colors in cakes afford a wider range of tints, and they are not expensive except for covering the back of large "cards." Lithographed pictures, photographs and the like, can be pasted on either side of the glass to illustrate the sign. Simple wooden frames, or passepartout tape of the desired color, may be used as a border.

SEASONABLE OPPORTUNITIES FOR FURNITURE DEALERS

N spring the young man's fancy turns to thoughts of love. In spring, the dealer's fancy turns to thoughts of greater sales and larger profits. By this time he should have started his campaign for the courting of spring trade.

There are opportunities for great success if he only takes up the task aggressively enough.

Household furniture—Spring means housecleaning in the average home and housecleaning means a demand for furniture and labor saving articles. This trade is not evenly divided among all the stores. The ones that make the most aggressive bid for this business get the largest share. Be one of the aggressive ones. Swing all kinds of household essentials to the fore, featuring them in window, interior, by advertisement and word of mouth. Start off the season with a big window display that will make the housewife think of the annual task ahead.

Displaying Reed Furniture

WE are nearing the season when reed furniture will be on demand, and will be particularly appealing to the hot and weary public if shown in proper setting in the furniture dealer's display windows. Reed, fibre, willow, cane, rattan and all such materials are becoming all-year-round sellers, and even the cretonne upholstering bids fair to retain its popularity through all the seasons. Then its bright attractiveness makes that kind of a window always a good puller.

A rather daring but extremely attractive background for a reed furniture display was recently made by an American designer.

This unique design, when worked out in colors, made a decided hit as a background for the gaily upholstered summer furniture chosen for the window. The woodwork was painted in old ivory with panels in dead black. Wistaria vines in painted poster effect in natural colors were sketched in the background, and the moon in bright yellow with birds in bright red, blue, yellow and brown. Lanterns of bright yellow were painted on the panels, giving the whole picture a Japanese effect or setting.

Put your imagination to work and visualize the effect of this handsome background in **your** window.

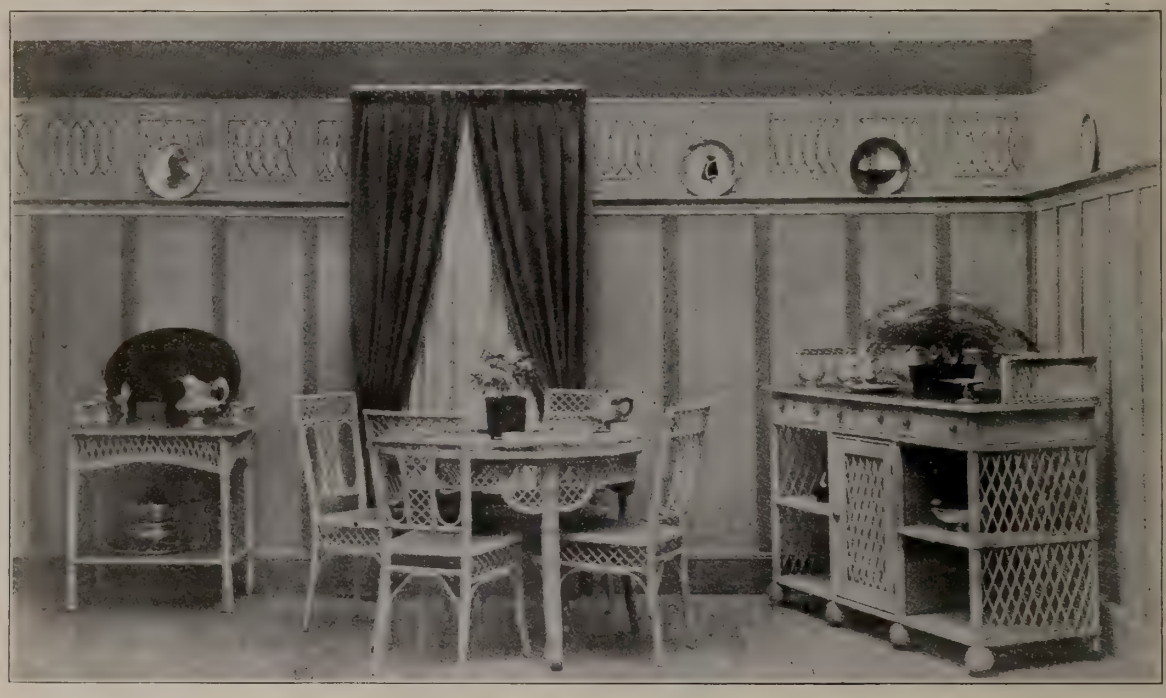
Other dealers could put their imaginations to work to visualize this effect and so make a handsome background for their window. The designer made his combination of black and yellow. Instead of lavender wistaria, he became a nature faker for the nonce and painted the vine yellow. He added some small pergola beams at the top of the background, over which he hung artificial wistaria. On a settee in the window he placed a wax figure, dressed in up-to-date summer garb, and the black show cards were painted in old ivory. A black rug with a gray figure and lavender and yellow flowers was used, and the rest of the floor was covered with black paper.

At night red lights were used for illuminating the window and the effect was pronounced by all who saw it as "great." The furniture shown was adorned with the gayest of gay cretonnes, and a card in the foreground read "Showing the new ivory reed furniture."

One feature of this trimmer's windows is that they are never crowded. With all the elaborate work which he puts in on them the effect is always spacious, with every article of furniture showing to advantage.

UNIQUE WINDOW DISPLAY

A unique window display was recently installed in an American store and was described by an exchange: "A miniature house and lawn, with garage, sunken garden and shrubbery, reproduced in detail. The house has eight rooms, all furnished with shades and lace curtains, and is electrically lighted throughout. There is a large front porch with customary porch furniture. A cement driveway leads from the front gate to the garage, and cement walks surround a Japanese sunken garden. Even the shrubbery and trees are reproduced in miniature, and at the back of the house is a pergola and a table lot garden. It required many days of tedious work to complete the reproduction, which might be considered a work of art.



Suggested room arrangement for interior display of rattan and reed furniture.

APPRECIATE YOUR WINDOWS

It is poor economy to be without units, stands, portable shelves and other articles necessary to the frequent change of window displays.

Modern retailing calls for the fullest use of the window as an advertising medium. If your windows are small, poorly lighted, or if you have no facilities at hand to make a proper display make a point to improve on them. Patent interchangeable display stands, etc., can be purchased nowadays at a small cost and they more than pay for themselves within a few months by the time saved and also by the wider range of display effects possible to obtain with them.

DEVELOPING SALES *for* FLOOR COVERINGS

Selling "two yards where one was sold before"—Hints to increase turnover in oil cloths—What advertising is doing

Written for Canadian Furniture World By Clarence T. Solomon.

AT last, a new angle on floor coverings!. At last a whole-hearted attempt on the part of a Canadian oilcloth manufacturer to sell his product as a thing of beauty and utility, rather than as a mere "necessary evil." And it all came about, strangely enough, as a result of the war.

This manufacturer, like all his competitors, found his supply of raw materials seriously interfered with. It became evident at one time that we must choose between canvas for making trench sand bangs and canvas for the making of oilcloth. The Government decided that point in short order—and the result was that the making of oilcloth suddenly stopped.

On looking about for a way to make some floor covering that would take the place of oil cloth, the experts employed in the search found that felt made a surprisingly good base, and after considerable experimenting an entirely new product was evolved—and in honor of the new basic material to which it owes its origin the new floor-covering was named "Feltol." It was found on experimenting with this new product that while it possessed certain marked advantages such as resiliency and brilliance of coloring, it could be produced at a lower cost than oilcloth.

Hard on the heels of that discovery came the big, new merchandising idea. "If it's to be offered at a lower price per yard than oilcloth," said one of the officials of the company making feltol, "we must sell more of it in order to keep up the volume of our sales." The solution of this problem was suggested by the successful advertising campaigns of certain floor covering manufacturers in the United States, where of late the magazines have been full of striking publicity urging the people to make more use of linoleum. If linoleum could be popularized by showing its utility and decorative value, why not feltol? So it was decided to educate the Canadian public to the uses of feltol. This, the first real publicity campaign for a floor covering that Canada ever witnessed, depends for its success, not upon glowing descriptions of feltol, but rather upon suggestions as to how feltol may be used to improve a home interior.

In the past, both manufacturers and merchants have been prone to look upon oil cloth and linoleum as types of floor covering with a definitely limited sale. Until the advent of feltol, few Canadian merchants ever dreamed of suggesting linoleums or oilcloths except for bathroom or kitchen. Instead of accepting that limitation as inevitable for feltol, the makers of this new and less expensive floor covering boldly pointed out the advantages is possesses over painted floors and advocated it freely for sitting room, halls and bed rooms.

Advertising such as the feltol publicity now appearing in magazines, farm papers and daily newspapers, does considerably more than sell the article advertised. It stirs up interest in floor coverings generally. It makes women want to have their floors looking as well as the floors pictured in the ads. It drives home the importance of good-looking floors—it shows the close relationship between floors and walls; and shows how, with many patterns and colorings to choose from, a woman may work out artistic decorative effects that would be quite impossible with an uncovered floor. In short this new merchandising idea is destined to make the housewives of Canada thoroughly dissatisfied with their attempts to keep a soft wood floor looking presentable by frequent varnishing. The soft wood floor never was a success—and the time was ripe for a campaign suggesting that it be covered up, in whatever part of the house it might be.

The merchant should be able to adapt this idea profitably to his own business. That is to say, the beauty-and-utility idea can be so played up as to make a woman buy two yards of floor covering from you where she only intended to buy one. To accomplish this, means the careful schooling of clerks. It means also an oil cloth department so arranged as to give your stocks of linoleum, oil cloth and feltol a chance to show off to best advantage. It means the constant effort to impress your customers with the fact—as the feltol ads. do—that no floor of wood can be so satisfactory as a "covered" floor.

When a customer has purchased a few yards of floor covering for her bathroom, ask her if she has soft wood in her halls or bedrooms. If she answers "Yes," suggest the possibility of improving the floors by covering them with suitable material. Any woman who has had to live with soft wood floors is almost certain to become communicative on the subject—and you can then go ahead and show her the artistic effects obtainable. Many sales may be made in this way. One dealer in Montreal claims to have increased his business in floor coverings by fifty per cent. this season—as compared with the spring of 1918—and he attributes the increase entirely to his own increased enthusiasm for the decorative value of linoleum and similar materials—an enthusiasm which he has succeeded in communicating to his clerks.

ROMANCE IN FLOOR COVERINGS.

No branch of home furnishings contains more romance than that which deals with floor coverings. The manufacture of rugs is filled with interesting details which offer opportunities for unusual advertisements. A whole series of original ads that would reflect the individuality of a store could be written on rugs. Few persons, that is, customers, know anything at all about rugs. A helpful ad. could simply define briefly, and in plain language, the different kinds of rugs, explaining the particular merits of each. Because we store folks know these things by heart we make the mistake of assuming that everyone else does.—Furniture Trade Review.

An appreciative call for Pathe machines and records is observable at the Pathe parlors of Miss Didier at Dupuis Freres, Montreal, her sales showing a substantial gain month by month.

Suggestions from the Methods of Other Dealers

As Taken from our Exchanges

COUNTRY DEALER'S OPPORTUNITY

The total land area tributary to a dealer's store is that dealer's farm. He may not own a foot of this land, yet every foot of it has a direct bearing upon the volume and profit of his business. Every wideawake merchant knows that he is less dependent upon the number of his customers than upon their purchasing power. But how many dealers strive to increase this purchasing power by purposely handling and pushing certain lines that will help bring the community into a higher state of productivity? In other words, how many dealers cultivate their farms at the same time they are cultivating their trade?

This principle has a broad application. Its logical effect is to make the dealer an adviser for his community, alert to every development in the methods, implements and general trend of cultivation and farm economy. Such a dealer must do more than simply cater to the demands of his trade. He must direct this demand along channels that will do the trade—and himself eventually—the most good. He must not wait upon the sluggish flow of information from other districts to educate his trade in the value of new methods and new devices. If his community is backward, a large part of the blame, and no small part of the loss, is his own.

Nor has a dealer exercised his opportunity and duty to the utmost when he has investigated, stocked and advised his trade as to new products and inventions logical to their use. That is the most obvious, but not the only thing to be done. A part of every dealer's opportunity lies in promoting the use, or the wider use, of products and methods that have been slighted in his territory, no matter how long in existence or how amply demonstrated elsewhere. This requires the highest and most constructive type of business ability. It depends not only upon a thorough analysis of customs and conditions in the community, but often upon a complete understanding of the mind of the community, of the local sense of values, of preferences and prejudices.—A. H. Berwald, in Du Pont Magazine.

WHAT I WOULD DO

Last week I inspected eight new houses on one street and seven of them had window seats ranging from two feet deep by three feet wide to three feet deep by twelve feet wide. Special cushions will have to be made for these seats as soon as the houses are occupied.

If I were in the furniture or upholstery business I would get a list of all the new houses being erected and would find out who the architects are. I would get the measurements of any window seats where Marshall cushions could be used and as soon as the houses were sold or rented I would see the tenant and give prices for the cushions. This would give me an entry and I would get orders for other furniture and furnishings necessary. How many houses are being built in your town where you could get orders of this kind?—The Marshall Bed Post.

ATTRACTIONS BY CANADIAN FURNITURE HOUSE

(From a daily paper).

THE IDEAL BUNGALOW—Complete as though it had been built for actual occupancy, with verandah, sunroom, big, jolly living-room, dining-room, bedrooms, bathroom and kitchen, all furnished in accordance with a bungalow atmosphere. —Fourth floor.

A JAPANESE GARDEN—A little plot of Nature's own greenness blooming in the midst of the showing on the fourth floor—a bit of picturesque out-of-doors, with trees, grass, flowers, and lily pond arranged a la Japanese and crowned with a many-roofed pagoda. —Fourth floor.

LIVING-ROOM OF LARGE HOUSE—A comfortable, inviting room, homey and intimate, and yet in keeping with the demands of a spacious, handsomely-furnished house. In conjunction with this, a Colonial hall, showing staircase, woodwork, furniture and rugs of the early baronial days of the Southern States. —Fourth floor.

A DINING-ROOM—With table so set as to demonstrate the various usages and approved varieties of plain and fancy linens. —Second floor, centre.

THE MODERN KITCHEN—Equipped in practical manner with such pots, pans, cabinets and sundry devices as make for the convenience and efficiency of modern housekeeping. —Basement.

DEMONSTRATION OF ELECTRICAL APPLIANCES—Showing the innumerable uses of electricity as applied to the saving of labor in the cooking and serving of meals, in the heating of chilly rooms, the care of the invalid and making of the toilet. —Electrical Fixtures Dept., basement.

OBTAINING GOOD PUBLICITY.

You can intensify the interest of all adults in your store by working through their children. An excellent plan along this line is to invite the public school children of the higher grades to write essays on the subject:

"Why I believe my parents should buy furniture from (your) store."

You can appoint three judges to pass on the merits of the essays and offer first, second and third prizes.

The value to you not only lies in the talk that the contest will create among the parents of school children, but it also gives you excellent human interest material for your newspaper advertisments and also for your window. You can reproduce or display one essay per day together with the picture of the writer, age, etc.—Southern Furniture Journal.

Frequent meetings of department heads, and meetings of all the workers in any one department are good things. They dissolve much social ice. You can't afford to cut them out.

LESSON IN PERIOD FURNITURE DESIGNS

The Louis XVI Period—Its history, description and engaging qualities—The beauty of it lies in its fine outlines

THE handsome lines of Louis XVI furniture design are at present said to be meeting with much favor in the eastern American cities, and a short history of this period may not at present be out of place.

Louis XVI is said to have been weak of will and constantly under the influence of his wife or his brother, his reign ending in compulsory flight from Versailles in 1789, and 1793 his trial and execution. Queen Marie Antoinette, however, exercised considerable influence over French art and a plainer and somewhat severer style came into vogue, the style which she adopted in dress being reflected in the furniture of the period. It was then that the cabriole leg was superseded by plain tapered legs, and instead of so much gilt the furniture was frequently painted white, gilt ornament being used as a relief rather than the base of the decoration.

One of the best known artists who left his mark on the cabinet work and decorative ornament of the period was Jean Henri Riesener, although many of the examples retained in museums and art galleries may be regarded as connecting links between the Louis XV and the Louis XVI periods. In the Louvre Museum there is an earlier piece dated 1769. It is a cylindrical desk ornamented with marqueterie of flowers and trophies indicative of Poetry and of War; the bronze ornaments on the bureau are said to be the work of Philippe Caffieri, but were designed by Duplessis and Winant. There are also many fine pieces by Martin Carlin in the Louvre Museum showing the peculiar delicacy of style for which this artist is remarkable. Another famous artist, by name Ranson, was noted for his floral and pastoral trophies, looped garlands of roses and love birds, quivers of arrows and shepherds' crooks hidden amidst the foliage.

The style of Louis XVI is never ugly, in the mode or out of it, and this fact alone proclaims eloquently its superiority. In form it is rectangular. No feats of balance are attempted either in chairs or larger pieces, but everything rests on straight lines. Its beauty lies in fine outlines of rare delicacy and in the unsurpassed purity of its ornament. Its detractors say that in this is no art, that its unimaginative designers strove to make finish and lavish expenditure atone for poverty of invention. However, this style has inspired the most exquisite of the English cabinet-makers, Thomas Sheraton.

Chairs, sofas, tables, commodes, desks, all stand straight, with most engaging honesty. In important pieces the classic motif of bound arrows was employed and formed the corner of bureaus and commodes. The legs of tables were like those of chairs, elongated, excepting that as tables were usually richly mounted a departure could be made from the manner of treating wood alone, and female heads of ormolu were used to crown the shaft and support the table top.

The finest details of Pompeii, the most refined carvings of the Italian Renaissance are copied onto the chairs and sofas, executed with a skill which is not even attempted in these hasty days.

Cushions for sofas and for "chaises bergeres," as well as for the ordinary armchair, were luxurious even beyond the highest invention of our own luxury-producing age. Springs were unknown—were unwanted—as long as they were superseded by plump cushions of the softest down that was ever plucked from eider-duck. These cushions, lying loose, were in use in the previous reign, but are more closely associated with this of Louis XVI.

Stuffs for covering were as rich as looms could make, but the drawing changed to suit the smaller detail of the wood carving. Delicate colors prevailed, being a necessity for that furniture which was enamelled in white.

Tapestry from Beauvais and from Aubusson, the tapestry of the "basse lisse" or low-warp, was rightly the



No. 9396—Writing Table

Two pieces from modern Queen Anne bedroom suite. Made in both walnut and mahogany at Canada Furniture Mfs. Kitchener factory.



No. 9398—Dressing Table

preferred covering, but even kings did not have every chair and sofa fitted with this ideal fabric.

The introduction of mahogany, the use of amboyna wood and tulip and rosewood all helped to make these tables what they were, a contrast in color to the furniture designed for holding the human frame. Chairs and sofas were rarely left in the natural wood, and when no enamelled were skillfully gilded.

The dark rich woods required different treatment. The shell inlay of Boulle had gone out of fashion, but its residuum was the bronze mount. The feeling for incrusting furniture with ornament gave way to a preference for exposing the beauty of the wood itself. But the dark background thus obtained was an ideal contract for the gilden bronze. So tables were in general of polished wood much mounted.

The same holds true of large pieces like vitrines or cabinets, commodes, desks, and the like. Wherever possible marble was used as a top, although inlay was at a perfect state of development.

The real beauty of all these large pieces lies not in their construction, though against that not a word can be said, for since originality may be lacking it offends no one's taste through all the changing centuries of changing fashions. But no one can look upon fine specimens of the metal work of this period without feeling a thrill of admiration for the work.

This was a time of porcelain. Vases imported from China were eagerly seized on by Gouthiere, Thomiere, and others, and were mounted in bronze with fine skill and lively imagination. Placques from the Sevres factory were taken by the furniture makers for insertion in their work, but the effect does not appeal to the modern eye except as a curiosity.

In general decoration of a room the return to architectural effect was directly due to the revived study of the antique. Fluted pilasters from floor to cove were the fundamental idea, and the spaces left between were panelled and decorated with the delicate drawing of panels of Pompeii, or the Renaissance. Doors lost their rounded tops and wavering panels and became again rectangular, except for the daintily composed decoration in attenuated scrolls, vases, animal forms and amorini.

The style of Louis Seize is one which never tires the eye nor affronts the taste, and one which imitators cannot readily caricature with their ignorantly made horrors.

STRATFORD CHAIRS AND FURNITURE

The Stratford Chair Co. Ltd., has just published its 1919 catalogue, covering their complete line of chairs and medium grade furniture in quartered oak, plain oak and red gum for dining and living room, bedroom and office. Bound in a maroon colored cover, and trimmed with gold lettering, the catalogue of 96 pages gives an elaborate and detailed showing of the company's line.

While the Stratford Chair Co.'s specialty is quartered oak box seat diners, the illustrations and descriptions show also a wide range of chairs for other rooms. The catalogue introduction mentions the response of the company to the demand for complete suites, and these now extend to buffets, china cabinets, extension dining tables, dressers, chiffoniers, beds, dressing tables and stands for the bedroom.

All the illustrated designs show attractiveness, substantiality and good finishes to all pieces put out by the company, and the catalogue covers well the purposes for which it was intended.

BAETZ BROS. BRANCHING OUT

Baetz Bros., furniture manufacturers, of Kitchener, Ont., have become interested in Baetz Bros. Specialty Co. Ltd., recently incorporated by Ontario charter, to make and deal in electrical appliances, etc. The capital of the new company is set at $40,000, and the provisional directors are Jacob H. and Chas. J. Baetz, M. F. Anthes, W. H. Beney, and W. J. Fleischaner.

GET ORIGINAL IDEAS IN SELLING

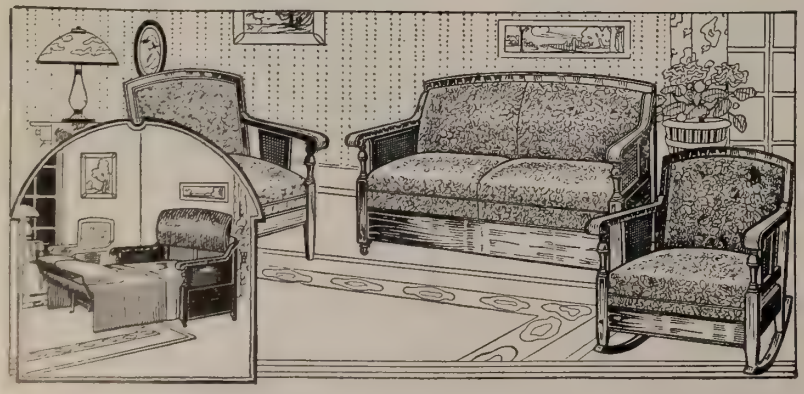
(Continued from page 22)

delivering goods in that same row to regular customers. The above will be best in cities, but in towns it will be easier as everybody almost will know the stranger. As soon as you find out the name, put one of the letters in an envelope and mail it to them.

If you wish, an attractive circular may be printed and enclosed with the letter, such a letter listing a number of articles of attractive prices. In fact any form of advertising matter enclosed in such a letter will add to its usefulness in producing results.

Other ideas for calling attention to advertised bargains have been used lately very successfully. They are real aids in effecting sales, and at the same time will not prove expensive. First, fit all furniture with felt or rubber chair tips. Cost will not be more than fifteen or twenty cents. Display the furniture in the window on polished floors. Use an ad. somewhat as follows:

"Every piece of furniture we sell during the next two weeks will be fitted with reliable chair tips, which renders the scratching of floors by moving furniture about an impossibility. These tips will be free with every piece of furniture requiring them and every piece is a bargain."



A period design—
William and Mary—
Kodav suite made in mahogany with cane panels and upholstered in a striking design of tapestry, from the Kindel Bed Co's line.

SALESMANSHIP THAT MAKES FOR SUCCESS

Qualities that salesmen should cultivate—Attraction and personality—Tact an important actor, observation another

Second Salesmanship Article by Geo. A. Simpson, Hamilton.

There is in connection with the thought forces, what we may term the drawing power of mind, and the great operating law in this connection is identical with that great law of the universe, that "like attracts like." We are continually attracting to us forces and conditions most akin to those of our own thoughts.

The Law of Attraction

The law of attraction works universally on every plane of action, especially in the field of sales, because no one will buy from a man he does not like unless he has to; therefore, it is necessary and essential that every salesman study the law of attraction.

If we desire one thing and expect another, we are like a house divided against itself—bound to fall. We must first determine resolutely to expect only what we desire; we will then attract only what we wish for. Carry any kind of thought about with you and as long as you retain it you will unceasingly attract to yourself, knowingly or unknowingly, exactly and only what corresponds to your dominant quality of thought. Thoughts are our private property and we can regulate them to suit our taste entirely by steadily recognizing our ability to do so. This being so, why not study and apply our thought to reinforce our power of attraction and draw closer to us those with whom we do business. It is possible, and I can assure you it will lessen your work and increase your sales.

If you do not feel kindly towards a buyer, change your mental attitude. In other words—change your thought and make an effort to attract him towards you; and just as sure as you do, his manner will change and your orders increase because the law of attraction is absolute. And the salesman who is always cheerful, hopeful, confident, courageous and determined on his set purpose will, if he keeps to that purpose, attract to him powers favorable to that purpose.

Personality

Another vital element is personality. There is something about one's personality that cannot be explained; it cannot be photographed, neither can the painter or sculptor reproduce it, yet it is one of the most important factors in our success or failure in life. It is this indescribable quality, which some persons have in remarkable degree, that holds an audience spell-bound and makes people applaud beyond the bounds of enthusiasm. Charm of personality is a divine gift that will sway the strongest characters. We are unconsciously influenced by people who possess this magnetic power. Of course, that rare charm of manner, which captivates all who come within the sphere of its influence, and that strong personality which inclines all hearts toward its fortunate possessor, largely natural gifts. But we find that the man who practises unselfishness, who is generously interested in the welfare of others, who feels it a privilege to do a fellow-creature a kindness—even though polished manners and a gracious presence may be conspicuous by their absence—will be an elevating influence wherever he goes. He will bring encouragement to and uplift every life that touches his. He will be trusted by all who come in contact with him. This type of personality we may all cultivate if we will. Personality is intangible; this mysterious something which we sometimes call "individuality" is often more powerful than ability that can be measured, or qualities that can be rated. And while it is—like poetry, music or art—a gift of Nature, it can be acquired and cultivated to a very great extent. And in this connection it is well to cultivate a mild, gentle and sympathetic voice and a sure way to cultivate it is to be mild, gentle and sympathetic yourself. The voice is the sounding board, the index of the soul. It is through the voice we give expression to our thought, therefore, fix your mind on the thought and the voice will follow; and if it is filled with truth, it will vibrate with sincerity, echo with sympathy and so convince your hearers that thoughts in their mind contrary to your own are impossible.

It is the man who acts his thought and thinks little of the act who succeeds. Because success is the most natural thing in the world, there is no secret to it. The man who does not succeed fails because he has placed himself in opposition to the laws of the universe, which is progress. The pathway to success is in serving humanity. By no other means is it possible. Just live your life—work hard—and don't explain. Mind your own business and give others a chance to mind theirs and you can depend upon it great men will appreciate you for this very thing; and while I am not sure that absolute, perfect justice comes to everybody in this world, I do know that a very good way to get a fair slice of justice is not to think of it, or be too anxious about getting it. The great rewards gravitate to the man who fits himself to receive them. The man who does his work so well that he needs no supervision has already succeeded, and the acknowledgment of his success is sure to follow. The work of the world must be done and civilization is simply a search for men who can do it.

Tact an Important Factor

Tact is also a very important factor; next to a fine manner, perhaps the most important. One should know what to do and be able to do the right thing at the proper time. Observation, good judgment and common sense are indispensable to those trying to acquire the power of personality. Referring to observation, Herbert Spencer says: "An exhaustive observation is an element of all great success." Therefore, there is no position in life where a trained eye and the faculty of observation cannot be made a great success asset. The efficient salesman is always growing; he is always accumulating knowledge of every kind. He does not merely look with his eyes—he SEES with them; and he not only uses the optic nerve, but he uses his mind. He keeps his mind open to all that is new and helpful. Careless, indifferent observation does not go back of the eye. If the mind is not focused, that which we see is not clear cut; we do not carry it with force and distinctness to the brain, and, therefore, we are not able to draw accurate conclusions. The faculty of observation is particularly susceptible of cultivation and is capable of becoming a mighty power and a big asset in the success of a salesman.

Practical Suggestions for Building Trade

By THE EDITOR.

A FACTOR of no small importance in piling up the expenses of the average retail store is the habit that the purchasing public has got into of ordering goods in small quantities, even goods that they are using every day and which will keep for an indefinite length of time. The multitude of small orders naturally means greater expenses for store help and for delivery.

Most dealers would do well to give some study to ways and means of overcoming this drawback. In some localities this may not be possible to any great extent, but in others some educational work along this line can be turned to good advantage. One dealer in a medium-sized town did some work along this line with good effect. Many housewives maintained that it was not possible to think of all the things they needed for any time ahead, but he dropped the suggestion that a certain quantity of staple lines would not be more than would last for a week or so.

The dealer cannot be too aggressive in his efforts along this line, but nevertheless, he can do a good deal of valuable work.

* * *

SELLING HIGHER STANDARD GOODS.

THERE is an old merchandising proverb to the effect that quality is remembered long after the price is forgotten. It is something that the dealer and his clerks should keep constantly in mind in the selling of goods. Your customer is likely to forget that she paid a little more for that pound of goods than she could have got it for at the cut-rate store down the street, but it is one sure bet that if the quality wasn't good she will certainly not forget it and the next order for it is likely to go to somebody else.

Successful merchants of to-day invariably emphasize the fact that their business was built upon a quality foundation. Dealers should realize the necessity of selling goods of higher standard and of educating their clerks to sell high-priced goods in place of cheap, inferior grades.

There is also another factor that should stimulate the dealer to feature quality goods and that is the fact that they pay a little better profit.

* * *

WINNING CUSTOMERS BY PROVIDING CONVENIENCES

MANY merchants do not realize the trade pulling value of conveniences for customers. Ask anyone who has to do with the management of our big departmental stores and they will tell you that the providing of conveniences that make shopping more easy and pleasant is a mighty big factor in attracting customers to the store. Of course, the average merchant cannot hope to provide conveniences for customers on the big scale followed by many big stores, but there is no reason why they cannot supply a number of little conveniences that will not only attract customers, but bind them more closely to the store. Such small things as the providing of chairs, drinking water, sale of postage stamps, etc., are small but nevertheless appreciated. One Ontario merchant with only a moderate-sized store has a rest room for customers. Another dealer in a small town has put up sheds where farmers may place their horses while shopping, and they have been the means of getting many customers for the store. Such conveniences are trade pullers.

* * *

WHY NOT MORE DEMONSTRATIONS?

THE holding of demonstrations in the store not only give sales-creating publicity to the lines featured, but give customers the impression that the dealer is aggressive, and the public like to deal at a live store. Manufacturers are so glad to lend assistance in putting on a demonstration of their goods that it is surprising that more dealers do not take advantage of this means of building up sales. If you have not been making use of demonstrations, give some thought and study to the matter.

Canadian Furniture World

TORONTO MAY 1919 CANADA

A THRIFT REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,

THE COMMERCIAL PRESS, LIMITED,

32 Colborne Street, Toronto.

Brighten Up For Spring

Springtime is "dress up" time not only with Mother Nature, but with everything, remarks an exchange. Men, women and children come forth in new raiment, house painters get busy, carpets come up and draperies come down to be cleaned and rejuvenated. And so you may be sure that anything you can do to brighten and freshen up your store will be taken special note of by the public at this time.

Get down the old signs having to do with winter goods and the like. Bring forward new and seasonable lines and give them tasteful display. If there is need anywhere for fresh paint and varnish, you can rest assured that the advertising value of doing it will far exceed the small cost.

If you have thought of putting in new equipment of any sort now is the time to think hard and do it. You must advance, if you do not you will go backward—you cannot stand still. Something every year should be added to make your store more efficient and attractive. The cost of it will come back in increased trade no matter where you are located. If conditions are so bad that it will not, it is high time that you looked for a new field.

You see the store every day and you may not realize just how much you need these suggestions. Look the store over carefully, draw out a little plan of it on paper and study it. You may be able to find ways that you can increase your display space and lessen labor by putting things in more convenient relations to each other. Anything you can do to make it more convenient to wait upon trade cannot help but increase the profits. If you can gain a little time for yourself in this way you can utilize some of that time to plan new ways for increasing business.

* * *

Avoid the Blanks

We are never surprised when a person draws a blank in a lottery, because he operates blindly. We are surprised however, when a dealer draws what is practically a blank in picking a location. There are certain guides to a good business location that should be apparent to every man contemplating going into business.

One essential is a good territory to draw from and one does not get this when he picks a store that is fronted by a big unpopulated district, such as one city dealer picked recently in opening a fine, up-to-date store.

When picking a location avoid stores that are fronted, backed or flanked by open or unpopulated sections. Avoid the blanks.

* * *

More Attention to Windows

With the coming of summer the windows should be spruced up a bit. There is a double reason for this. One is that people are outdoors more and good displays are likely to get more attention than during the winter months. Another reason is the need of brightening up the store in keeping with the season and because there are so many lines that can be featured to advantage at this time of the year.

It may generally be said that windows have not been given so much attention during the past few years as previous to the war for obvious reasons. Now is the time for a change from this neglectfulness. The spirit of prosperity is in the air, more help is available for store work, and opportunity for big business is with us. Give more attention to the window.

* * *

The Value of Politeness

The man who lacks politeness has no place in the business world, either as owner of a business or as a salesman. Courtesy and politeness are essential to maximum success.

From a census taken by System, 54.1 per cent. of the people who responded to an enquiry, said they were most impressed by the courtesy of the clerks and the proprietors of the stores where they dealt, and that was why they continued to go there. Just stop and consider the fact—more than half the people who deal with your competitor are doing so because either he or his employees are polite. You had better take the cue.

TWELVE THINGS TO REMEMBER

The Value of Time. The Success of Perseverance.
The Pleasure of Working. The Dignity of Simplicity.
The Worth of Character. The Power of Kindness.
The Influence of Example. The Obligation of Duty.
The Wisdom of Economy. The Virtue of Patience.
The Improvement of Talent. The Joy of Originating.
—Marshall Field.

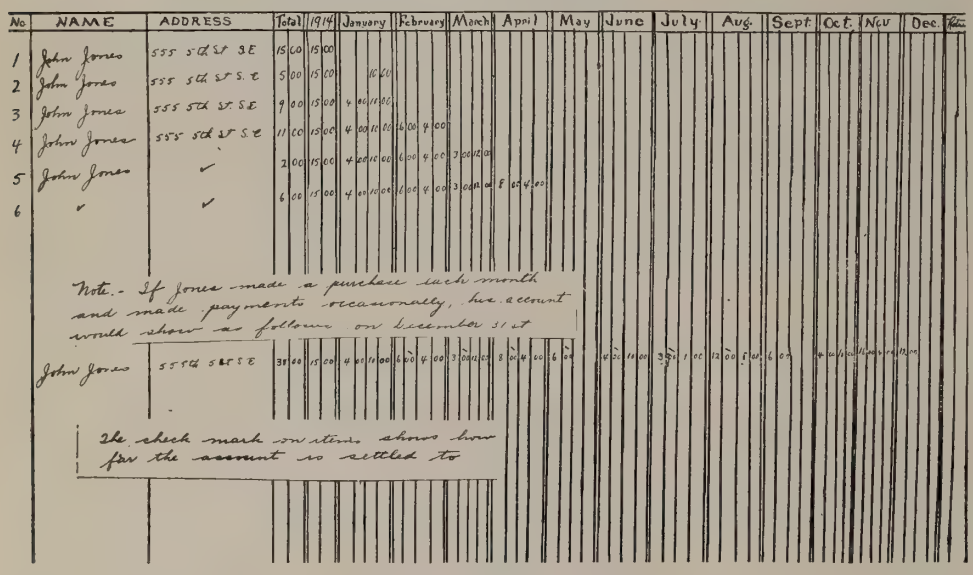
How Credit Accounts are Handled

By Orin C. Frood

The method of handling credit accounts has been taken up at meetings of our association, and the writer has submitted the form attached for use in offices, so as to enable the accountant or proprietor to know at all times the standing of each and every account.

This form contains a column for the folio of the account, the name, address, and also columns for each month's purchases and cash receipts. Also columns for allowances, notes, etc. In the total column the amounts are all entered in pencil, all other entries being made in ink, as they do not change. For explanation, I have taken an account of John Jones, 555 5th St. S.E. You will see that he owes the firm $15.00 on January 1st, that being the balance of his account from 1917, and that he had made purchases during January to the amount of $4.00 and has paid $10.00 on his account. The first entry shows the sheet as it would read on the 1st of January, the second entry as it would show after he has made the payment, the third entry as the account would stand after inserting his purchases for the month of January. Several other entries are made on the sheet and can easily be followed by the above explanation.

This system has been worked out in a great many cases and has proved to be a great help, as a merchant can tell instantly the condition of a customer's account,



when he bought the goods, when payments were made, or any other information desired.

SOME FUNDAMENTAL BUSINESS PRINCIPLES

By S. E. Stewart

It should be impressed upon every retailer, no matter how small his business, that proper account books must be kept, including at least cash, merchandise and ledger accounts; that sufficient insurance should be carried; that he should take stock at least once a year and in doing so, allow for shelf-worn, out-of-date and damaged merchandise to a reasonable amount, and that it is often better to sell at a loss at a close of a season than carry over to the next. An effort should be made to show the retailer the effect of overhead expenses and their relation to net profits, that a large turnover on a small gross percentage is frequently more remunerative than a monopolistic percentage on only a small turnover. Many retailers make the mistake of adding a certain percentage to cost and when the goods are sold, figure the profit thereon at the same rate per cent. on the selling price. The writer has suggested that the selling price be used as the basis of computation and that the cost price be referred to only as a percentage of the selling price.

The retailer should know how to deal with slow accounts and understand the ill effects on his profit and loss statement of carrying heavy book accounts. Many a merchant jollies himself that he is solvent and prospering by including doubtful accounts and merchandise that has deteriorated in value as a part of his realizable assets at their face value. He does not do this with any intent to mislead, but such figures, if presented as a means of obtaining credit are, to say the least, unfair, and such practice has caused wholesalers to eliminate book accounts as assets altogether.

COST OF LAPSING DISCOUNTS

In order to show retailers the high price they pay for the privilege of taking full time on their invoices, an exchange has presented the following table showing the interest equivalents of a few cash discounts.

(1) One per cent. in 10 days in a 30 day bill means 18 per cent. per annum. Example: Invoice $1,000, 30 days net, 1 per cent. for cash in 10 days. If the merchant pays in 10 days he receives $10 cash discount, which, in effect, is the interest the wholesale house pays him for the use of $1,000 for the 20 days unexpired time. This is at the rate of 18 per cent. per annum for the interest on $1,000 for 20 days at 18 per cent. is $10.

(2) Invoice $1,000, terms 60 days net, 2 per cent. for cash in 10 days. Discount $20, unexpired time 50 days, interest equivalent 14 4-10 per cent per annum.

(3) Invoice $1,000, terms 6 months net, 6 per cent. for cash in 30 days. Discount $60, unexpired time 5 months, interest equivalent 14 4-10 per cent. per annum.

(4) Invoice $1,000, terms 4 months net, 4 per cent. for cash in 30 days. Discount $40, unexpired time 3 months, interest equivalent 16 per cent. per annum.

(5) Invoice $1,000, terms 6 months net, 6 per cent. for cash in 60 days. Discount $60, unexpired time 4 months, interest equivalent 18 per cent. per annum.

The above few examples will show what a heavy disadvantage the retailer works against when he takes full time on his bills. He could borrow money to discount his purchases and make 6 per cent. to 10 per cent. on the transaction besides keeping his business in hand better than he possibly can when he owes a large number of wholesale houses.

Think for yourself, but don't think you have the only thoughts that are worth while.

KNOBS *of* NEWS

W. A. Britton has sold his furniture and undertaking business at Grand Valley to F. Sargent.

Mitchell & Co. have opened a furniture and hardware store at Conquest, Sask.

The Mount Royal Furniture Exchange has been registered at Montreal.



J. A. BANFIELD
of Winnipeg, elected President of Dominion Executive of R. M. A.

Walter Greer has sold his furniture and harness business at Lashburn, Sask.

The Canadian Mattress & Spring Bed Mfg., Ltd., has been registered at Quebec.

The Alaska Bedding Co. have completed the extension to their factory at Montreal.

The Solomon Furniture Co., Notre Dame West, Montreal, have commenced enlarging their premises.

The annual convention of the Saskatchewan and Alberta R.M.A., will be held at Regina on May 13, 14 and 15.

Retail merchants, members of the R. M. A., at Ottawa, are closing their stores at six o'clock every Saturday evening.

The National Fire Protection Association of the United States and Canada held its annual convention at Ottawa on May 6, 7 and 8.

F. L. ("Parson") Wilson, well-known representative of the Geo. McLagan Co., has returned from a two-months' sojourn in California.

The Regina R.M.A. have voted in favor of closing all retail stores at six o'clock every evening including Saturdays, the year round; also on Wednesday afternoons in June, July and August.

Fire, which broke out in the rear of Craig's furniture store at the corner of Brock and George Sts., at Peterborough, some days ago, did considerable damage to the interior of that part of the building in spite of the fact that the fire brigade were on the scene in quick time and had two streams playing upon the blaze.

The Shierholtz Furniture Co., New Hamburg, Ont., have fallen into line with the other furniture manufacturers of Ontario and adopted a nine-hour day for employees.

Chesley Chair Co., Ltd., Chesley, Ont., intend using Hydro power and have installed a Canadian Westinghouse constant speed induction motor with auto starter. This will enable them to about double their output. They report that business is very good, orders coming in faster than they have been able to make the goods.

Burton E. Brintnell, furniture dealer, of Brighton, Ont., has purchased the undertaking business of Cunningham & Ballantyne, at Trenton, and will conduct it as a branch with his brother, Leslie M. Brintnell, as manager.

Joseph N. Gervais, for 14 years secretary-treasurer of N. G. Valiquette, Ltd., Montreal, has gone into business in his own behalf, having purchased the business of J. O. Gareau, Ltd., at St. Lawrence and Mount Royal Avenues, Montreal.

R. A. MacGillivray has taken the position of manager with the Kitchener Furniture Co., Kitchener, Ont. For the past twelve years Mr. MacGillivray has been superintendent of the Crown Furniture, Ltd., Preston, Ont. Before leaving Preston he was presented with two easy chairs by members of the staff.

John Anderson, Ltd., is the name of a company which has just received an Ontario charter, capitalized at $40,000, to take over the furniture and undertaking business conducted under the name of Anderson, Nugent & Co., at Lindsay. The provisional directors are Jean R. Anderson, Jas. S. MacKey, and Jno. W. Anderson, all of Lindsay.



The Marshall Ventilated Mattress Co.'s Toronto factory, located at 10 West Market St. The company recently took over the whole five floors of this building. The increase in the product of the company's lines rendered this necessary. Besides the Marshall cushion and ventilated mattress the company is now making high quality jute and felt for the trade.

J. C. Pennington, architect, has let a contract for the construction of a second storey to the Leggatt & Platt bed spring plant on McDougall St., Windsor, Ont.

Back From the Front

The accompanying illustration is a photo of Mr. Chas. Crawford, one of The Alaska Bedding Co.'s salesmen, who has been overseas for three years and has just returned. Charlie, as he is better known, was fortunate in not having had any serious injury, although continuously in action for three years. Needless to say, his old associates of the Alaska Bedding Co. received him with open arms.

Mr. Crawford left headquarters at Winnipeg about the middle of April for Regina, which will be his head-



CHAS. CRAWFORD
Covering Saskatchewan for Alaska Bedding Co.

quarters for the time being. He will travel his old hunting ground in Saskatchewan, and no doubt will be heartily received by all his old friends and customers, who know and appreciate Charlie's congenial and sincere disposition.

PRESENTATION TO FURNITURE MAN.

Mr. R. A. McGillivray, who recently severed his connection with the Crown Furniture Company, Preston, Ont., of which he has been a large stockholder and also superintendent of the entire plant for the past 13 years, to take over the management of the Kitchener Furniture Co., before leaving Preston was, with Mrs. MacGillivray, the recipient of two large upholstered arm chairs by the staff of the company, which goes to show the high esteem in which he was held by those who have been under his supervision for the past number of years. Mr. MacGillivray, although leaving the Crown Company, will still maintain his interest in the firm. When the presentation was made, he was also presented with an address signed on behalf of all his associates by J. F. Wildman, secretary-treasurer; J. Turel, general superintendent; and Mr. Dechert, of the office staff.

Mr. MacGillivray for nearly thirteen years has had charge of both the business and manufacturing ends of the Crown Furniture Co., and has been a valuable asset of that concern. His knowledge of the furniture trade and the keen interest that he took in the concern, helped to make the business what it is to-day. Before becoming identified with the Crown Furniture Co., Mr. MacGillivray was with the Greutzner Furniture Co. of Hespeler. When he took charge of the Crown industry he entered into partnership with C. R. Hanning and Austin Moss. The former held the controlling interest, which he maintained until a few weeks ago, when he sold his interests to Mr. Wildman of Toronto, who recently made Preston his home and who is now general manager of the business. Mr. MacGillivray will be greatly missed by his fellow partners as well as the entire staff, among whom he was very popular. When he took charge at the Crown, the firm had a staff of 30, and now the staff is over 60.

LEAVES HESPELER FURNITURE PLANT.

A. Bushfield, who has resigned his position as superintendent at the Hespeler Furniture Company's plant at Hespeler, Ont., to accept a similar position elsewhere, was on the day of his departure surrounded by the men of the different departments of the factory, and presented with a handsome mantel clock and a pickle fork, which went to show the high esteem in which he was held by the men employed by him. Mr. Bushfield during his stay in town made many friends, who were sorry to learn of his leaving town. The men who have been under his employ speak highly of him and could not see him depart from them without presenting him with something that would remind him of the days he spent in the good town of Hespeler and the hours he spent as superintendent of the Hespeler Furniture Company plant.

DEMAND FOR FOLDING BEDS.

The Kindel Bed Co., Ltd., of Stratford, report a large sale of folding beds at present. In fact, their sales for April beat all their records for any month's business in their history. The housing problem is responsible for the many sales. There are so many soldiers now returning to Canada and wanting to take up house again that in the cities and larger towns—and in some of the smaller ones also—a great call is being made for homes, with not enough houses around to fill the demand. That means that very many couples and small families are taking up rooms and apartments. Space being at a premium, folding beds are in great demand.

This condition should present to furniture dealers an opportunity for sales. These folding beds are now coming out in special period designs, and upholstered easy chairs to match the bed-davenports may be had to round out a complete living-room suite.

DEATH OF FURNITURE DEALER.

John Thompson, a well-known business man of Fergus, Ont., died at his home there on April 22 in his sixty-third year. He was born in the town and early in life went into the furniture and undertaking business with his father, the firm name being Thompson & Son. He was reeve of the town in 1916 and 1917, and a member of the council for three years. He is survived by two sons and a daughter.

STOVE WEEK IN MAY.

Western furniture dealers are planning a "gas range week" during this month of May.

AWAKEN CANADA TO NEW CONDITIONS

The Canadian Trade Commission has undertaken a campaign to awaken the people of the Dominion to the fact that trade cannot revert to "normal" as understood in 1914. It will be changed in many particulars.

"We cannot expect," the Trade Commission declares in a statement just issued, "that trade will go back to pre-war channels and prices to pre-war levels. The Dominion will have to jolt itself if it does not want the jolt to come from outside. Trade is going to be keener and harder and sterner and more exacting in its demands. Throughout the world it is going to be as never before—a thing of long preparatory effort, of unceasing application, of co-operation where formerly there was competition, of standardized production in field as well as in factory, of quantity output on a scale hitherto undreamed of, and of the co-ordination of all means of transport to reduce expenses to the limit. It is the business of the Canadian Trade Commission to make these facts as widely known as possible. How few people in the Dominion realize that our total debts now amount to over $1,500,000,000, or in other words, that while the per capita debt in 1914 was $46, it has to-day jumped to $270. It is to find a partial solution for this condition of things that the Commission is at work."

"Its work does not cease with acting as an agency for the Canadian Mission in London, though that is important. There is the further obligation to do what can be done to rouse the whole people to a realization that we must return to peace time work, but on a war time basis."

$400,000 FURNITURE STORE FOR TORONTO

In spite of soaring costs of building material and a formidable labor market, the Adams' Furniture Co., Toronto, are going ahead this summer with the construction of a $400,000 structure on Yonge St., just south of Shuter, on the old Russell House block. The company will vacate its present premises which are owned by the T. Eaton Co.

The new structure is to be one of the finest in Toronto, it is said, consisting of seven storeys of concrete fire-proof construction, 88 by 122 feet. The work of razing the buildings on the present site will be commenced probably next month, according to officials of the Adams' concern.



No. 376—Buffet of Queen Anne period, made in red gum, satin walnut finish, by Knechtel Furniture Co., Hanover, Ont.



No. 37—Unique pattern of tray from Phillips Mfg. Co. line. It is a mahogany finished tray with combination brass and wood handles, and is one of the company's latest designs.

PROSPERITY WILL CONTINUE.

Says J. E. Brown, manager of Revillon Wholesale, Ltd., Edmonton, Alta.:

"In my humble opinion, business will be quite staple for the next few months. There is no indication in the general market that any line of merchandise will decline soon, or that the decline will amount to much. The fact that the world has neglected production during the past four years makes a shortage in all the principal lines of merchandise. The four necessary raw materials—food, steel, wool and cotton—are in very ready demand all over the world at the present time."

REWARDED FAITHFUL EMPLOYEE.

In his will the late David Sanders, furniture dealer at West Toronto, left his widow a life interest in his household goods, $1,500 insurance and an annuity of $600. Mrs. Annie Parsons, who has been employed in his store for 13 years, is left $2,500, and is to be retained as manager at her present salary as long as the business exists.

SPLENDID FURNITURE CATALOGUE

An elaborate and beautiful catalogue has just been published by The Knechtel Furniture Co. Ltd., Hanover, Ont., from the Sentinel-Review Press of Woodstock. Between its flexible red cloth covers are 216 pages of illustrations and descriptions of the Knechtel line—"from the tree to the finished product." A thumb index immediately gives the reader the class of furniture he desires to look over, divided as it is into bedroom, dining, kitchen, library, music, den, parlor, office, chairs and sundries.

The company owns its own timber limits, saw and veneer mills, and has factories at Walkerton and Southampton as well as Hanover, so is well equipped to turn out quality furniture. The illustrations show the lines up well, and the get-up of the catalogue, printed on cream paper, is first-class.



The Murray-Kay Co.'s window. Introduction to their new furniture department. All departments are now under one roof

Murray-Kay Co's Furniture Move

ON May 1 the Murray-Kay Co. completed the transfer of their furniture salesrooms from the old Kay store on King St. W., Toronto, to the Murray building on King St. E., thus placing all departments under one roof. As time goes on the furniture department will be enlarged to take care of general house furnishings, wall papers, curtains, etc.

At the time of the transfer the Murray-Kay Co. made a showing of a diningroom suite in one of the King St. windows in the new quarters, as shown above. The suggestion was taken from an arrangement pictured in an earlier issue of Canadian Furniture World.

GIVE INCREASED ATTENTION TO WINDOW

At this season of the year there is usually a renewal of window dressing effort in succession to the slackened interest in it during the cold weather when people are not so inclined to stop to view even an attractive window. In many localities there has been little weather of this nature during the past winter and therefore no reason to neglect the window, but even at that it is good business at this time to decide to give increased attention to the window. Put a little more life into the windows. It will mean larger sales.

KNOBS OF NEWS

Piano Cases and Phonographs, Ltd., Brantford, Ont., has been incorporated by Dominion charter with a capital of $100,000.

Pathe Distributors, Ltd., has been incorporated at Winnipeg, by A. S. Binns, R. Driscoll, J. H. Elliott, Winnipeg, and Jas. Malcolm, Kincardine. The capital is $150,000.

The Sellers Kitchen Cabinet Co. of Canada, Ltd., has been incorporated with a capital of $90,000. The incorporators are Alex. H. Davidson, Jacob Bechtel, Harry O. Bell, Fred. Thompson and Donald McVittie. Southampton, Ont., is the headquarters.

The Office Furniture and Supplies Co. Ltd., Brockville, Ont., has been incorporated with a capital of $100,000 to make household and other furniture of wood or steel. H. W. Fleury and Thos. Sisman, of Orillia, Ont., are interested.

EFFICIENCY

Write us for free demonstration

is the doorway to net profits. The Robertson Socket Head Wood Screw assures efficiency. Used by nearly all leading furniture manufacturers, etc.

P. L. Robertson Manufacturing Co., Limited

MILTON - ONTARIO

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade
SPECIAL ORDER WORK

Life Long Furniture Co., - - Ingersoll, Ont.

C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.

Talking Machines in the Furniture Store

TALKING MACHINES FOR ONTARIO SCHOOLS

The increasing importance of music in the public schools was manifest at the various sessions of the Ontario Educational Association held in Toronto, April 21-24. The remarkable singing of the pupils of the Perth Avenue School, Toronto, at the general sessions; the petition of the recently organized Music Supervisors for place on next year's program, and the discussion about music in the public schools which came up whenever the course of study was considered are proofs.

The most significant evidence of this increased interest in music in public schools was the unanimous endorsement of a resolution passed by the Public School Section that the Minister of Education be urged to list talking machines as school supplies and to make it obligatory on every school district in the Province to purchase a talking machine and records for every school in the Province. The Music Supervisors in a previous session passed the same resolution.

The greatest evidence of this increased interest was the attention given the address of J. Milnor Dorey, of Trenton, N.J., on "The Grafonola in the School" delivered before the Public School Section on Wednesday, April 23rd. His talk was a practical demonstration with records and with pupils of the Perth Avenue School, Toronto, of the various ways by which the subject of music can be of greater value to the work of the school not only in assisting the regular course in music to develop musical intelligence and execution, but in correlation with all the other departments of school life.

It was pointed out that the use of the talking machine in the public schools of the United States is well advanced. Hardly a school is without one, and these schools are using records of all sorts not merely for entertainment and diversion, but for practical corelation with the entire school work. Attention was called to the fact that the need of mental tests and measurements for ascertaining mental capacities and progress in the study of arithmetic, writing, reading, spelling, etc., has now become the basis. Music has now been added.

Another practical use of the talking machine was shown by the interesting drill executed by a class of boys to a record, the music of which was written to fit into the needs of bodily movement necessary for proper calisthenics. Another class of girls executed a folk dance prettily, showing a very concrete and practical use of the talking machine in bringing to schools the wealth of folk dances and games for children.

It was also shown that it is possible to teach penmanship with the talking machine. A class of pupils at the blackboard went through a set of penmanship exercises to the direction of a voice speaking in record form, which not only gave them instructions for position an dposture, but counted the time rhythmically.

CATER TO NEEDS OF COMMUNITY.

There is a great deal in knowing the kind of people in your own particular section, especially in the "talker" trade, says Talking Machine World. Different nationalities favor different musical instruments and different types of music. In addition to the regular line of popular music, which is almost universal in its appeal, there is the music of special nationalities, dear to those who, although at present in this country, have yet the fondness for the things of their native lands. There are the Irish ballads loved by every son and daughter of the Emerald Isle, and the love songs of Scotland, with their memories of heather and fen and the strains of the martial bagpipe.

These records really sell themselves to the particular class which cares for them. Dealers in various parts of the country say that they do not need to advertise these records beyond an occasional window card showing new arrivals, for the people themselves are on the watch for them. Although we believe the trade in these records could be greatly increased by proper publicity in windows and newspapers, business flows along on the same even level, at least for some time past, equal to the obtainable supply. As people become more accustomed to having music in their homes their tastes become more discriminating, and they stick to that class of music which brings them the greater amount of real enjoyment. Each to his own taste, especially in the line of music.



Model 44

Model 44—Library table design phonograph in solid mahogany and black walnut. By pulling out the drawer containing playing equipment this machine may be operated without disturbing the top in any way. This is also from the George McLagan Furniture Co.'s line.

Model 48—Consol table design. Chippendale period phonograph in solid mahogany. One of the most beautiful designs made by the George McLagan Furniture Co. Limited.

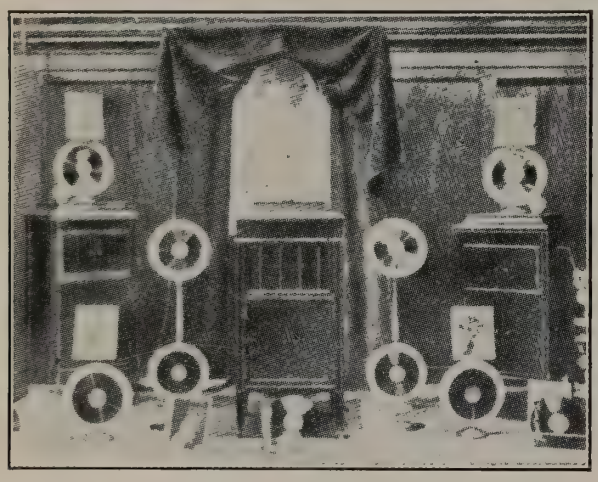


Model 48

MUSIC HELPS TEACH TYPEWRITING.

And now music with your letters! Says Talking Machine World: In some schools teaching commercial subjects, and especially typewriting, the talking machine has become a pleasant necessity. Our ertswhile typists sit before their machines and learn the art of the keyboard to the music of the latest one-step. It has been found that music is a great help in learning to typewrite. Regularity and precision are necessary for beginners in typewriting, for each finger must do its work at the proper time in relation to each other finger. It was hard to instil this principle into the minds and fingers of the students in the days when the eternal chewing gum was their only consolation. But at last some one realized that the same music which makes our feet dance so irresistibly would also guide the halting fingers of the pupils, and the new system was introduced which has found much favor among teachers of typewriting.

There seems to be an inherent tendency in our fingers to drum out a tune and keep time with music we like. The talking machine is well suited to make use of this



Suggested display of talking machines and records for a furniture store window.

tendency, for the speed of the music may be regulated to the requirements of the moment, and above all it furnishes that unvarying regularity which teachers say is the secret of good typewriting. With the addition of the talking machine in teaching, this subject becomes a pleasure rather than a drudge, a great deal of time is saved because the students learn faster and the work is more thoroughly done because it is done unconsciously. The necessary precision becomes a matter of habit.

SALESMEN SHOULD KNOW CATALOGUE.

A knowledge of the record catalogue is essential to salesmen looking after the music machine department of any furniture store. Thorough familiarity with all the music offered in record form serves to add greatly to the value of any salesman's services. With a little bit of study this knowledge can be easily acquired.

SCARCITY OF RECORDS.

There is a great scarcity of records in various large centres in the United States. The same is true of practically all sections of Canada. The cry on all sides is "give us the goods." Manufacturers are doing their best to overcome the difficulty, but so far cannot keep up with demand.

This is how it affected one dealer. He wrote recently to his supply house: "Just before Xmas we sent you an order and money for 24 records. We received 16 and are patiently waiting for the remainder. If you haven't got what we sent for, pick out 8 good hymns, and we will try to get back the religion we have lost while waiting for those records."

HOW PHONOGRAPH BUSINESS HAS GROWN

The growth of the phonograph business has been wonderful, says the Southern Furniture Journal. Large fortunes have been made out of it. Many makes are in the market, and all are good ones, though some are better than others. They are excellent articles for the furniture store to carry, as they sell well and bear a satisfactory profit.

Several of the largest and best-known furniture manufacturing concerns of the United States are making phonograph cabinets on a large scale. It is claimed that in Grand Rapids, Mich., contracts for these cabinets are in hand at present amounting to more than a million dollars. The factories making phonograph cabinets are numerous in the North and the East. Some of them are furniture plants. Others are owned and operated by talking machine companies, and one of these concerns has by far the largest case goods factory in the United States.

SUNDAY SCHOOL SUGGESTS SALES.

The superintendent of a Sunday School in an Indiana town keeps a Grafonola in his class and each Sunday takes three or four new records to play for the kiddies. Needless to say, the machine is popular with the children—so popular, in fact, that parents must get them in their homes.

STEWART PHONOGRAPHS MADE IN CANADA

Mr. H. G. Shaver is sales manager of the Stewart Phonograph Corporation, Ltd., Toronto, a concern that has acquired all the patents, copyrights and manufacturing equipment from the Stewart Phonograph Corporation, Chicago, and is now manufacturing in Toronto this phonograph with several important improvements.

This phonograph has had a phenomenal sale in the United States, the demand at all times, it is said, exceeding the supply. The Canadian corporation is appointing agents, and their plant at 384 Pape Ave., Toronto, is large enough to take care of all demands made upon it.

BUTTERFLY CORPORATION ENLARGING

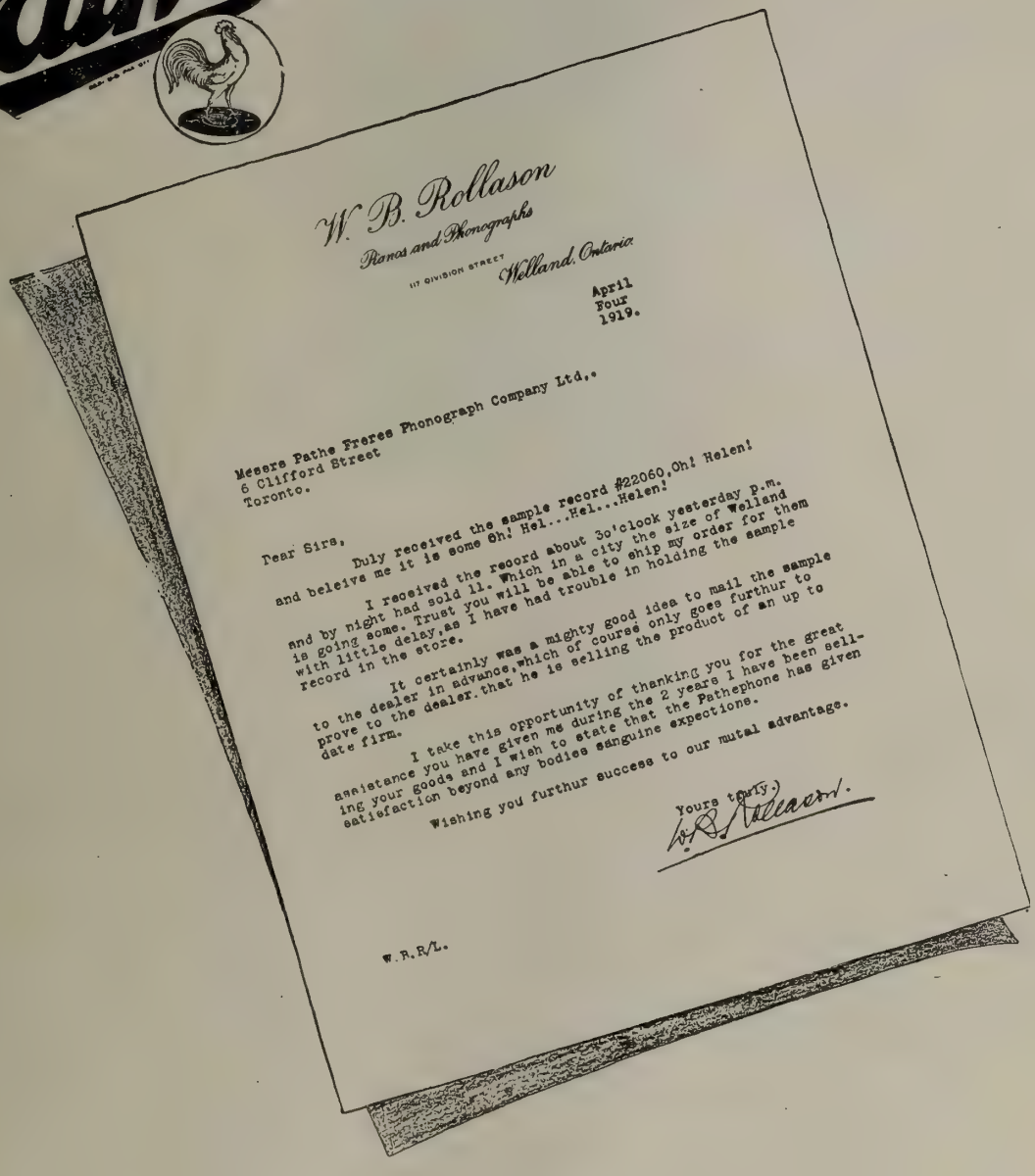
The Butterfly Phonograph Motor Corporation have purchased the Leonard Markels manufacturing plant, including the entire equipment, dies, patent rights, trade marks, etc. They have also secured the services of Mr. Leonard Markels, enabling them to manufacture the products of his former business with every advantage thereof.

The capacity of the corporation's new plant will be sufficient to turn out from 5,000 motors and tone arms upwards per week.

The censoring of press news in Canada has been discontinued since the beginning of this month, but the censoring of talking machine records, etc., will be continued.

WHAT ONE DEALER SAYS ABOUT

Pathé



W. B. Rollason
Pianos and Phonographs
117 DIVISION STREET Welland, Ontario

April
Four
1919.

Messrs Pathe Freres Phonograph Company Ltd.,
6 Clifford Street
Toronto.

Dear Sirs,

Duly received the sample record #22060, Oh! Helen! and beleive me it is some Oh! Hel...Hel...Helen!

I received the record about 3o'clock yesterday p.m. and by night had sold it. Which in a city the size of Welland is going some. Trust you will be able to ship my order for them with little delay, as I have had trouble in holding the sample record in the store.

It certainly was a mighty good idea to mail the sample to the dealer in advance, which of course only goes furthur to prove to the dealer that he is selling the product of an up to date firm.

I take this opportunity of thanking you for the great assistance you have given me during the 2 years I have been selling your goods and I wish to state that the Pathephone has given satisfaction beyond any bodies sanguine expectione.

Wishing you furthur success to our mutal advantage.

Youre truly,
W. B. Rollason.

W.B.R/L.

Mr. Rollason has found the Pathé line a money maker. There may be a Pathé agency open in your vicinity. Why not find out? Our free confidential message of the possibilities of a Pathé agency will be sent to any merchant upon request.



Pathé Frères Phonograph
Sales Company
4-6-8 Clifford Street - TORONTO



Talking Machine Notes of Interest to Furniture Dealers

The National Phonograph Co., St. Hyacinthe, Que., has been registered.

The Imperial Piano & Phonograph Company has been registered at Montreal.

Fiset & Co., Quebec, are new dealers pushing Pathephones in that territory.

I. Montagnes, of Montagnes & Co., Toronto, recently paid a visit to New York.

The McCaw-Bissell Furniture Co., Sherbrooke, Que., have installed a phonograph department.

The Corona Phonograph Co., Ltd., 84 St. Denis St., are moving to a four storey building at 29-33 St. Paul St. East., Montreal.

H. Solomon, house furnisher, has opened a branch store in the Khaki League block, Montreal, and will feature the McLagan line of phonographs.

The Pathe phonograph department of the Nova Scotia Furnishing Co., Halifax, N.S., recently gave a Pathe recital at the Old Ladies' Home of that city.

Major Albert Paillard of E. Paillard & Cie, St. Croix, Switzerland, said to be the largest manufacturer of musical instrument parts in the world, is at present on a visit to the American continent.

The Purdy Phonograph Co., Toronto, are engaging in the manufacture of phonographs on an extensive scale. They have secured suitable premises at Yonge and Hayter Sts., and have installed an up-to-date plant.

The Cosmopolitan Graphophone & Piano Co., 748 St. Lawrence Boulevard, are specializing in grafonolas and Columbia records, and being centrally located in the Hebrew district, are getting much of the cream of the trade.

New Montreal Pathe dealers include the Amherst Furniture Company, 183 Amherst Street, and Joseph Fyfe, 766 Papineau Ave. Both these firms are stocking machines and records and anticipate good business with the line.

The interior of the Phonograph Shop at Montreal, has been re-arranged and redecorated. This house has been doing well in McLagan Art Models, and also Pathe machines. A new rule adopted by them includes the selling of records on a strictly cash basis.

Casavant Freres, manufacturers of organs at St. Hyacinthe, Que., have been incorporated into a limited liability company—"Casavant Freres, Limitee; Casavant Brothers, Ltd."—with a capital of $1,000,000, to manufacture all kinds of musical instruments.

The Paramount Phonograph Record Co., of Canada, Ltd., has been incorporated at Montreal with a capital of $300,000. A factory will be located there, and it is the intention of the company to manufacture a complete line of phonographs and Paramount records on a large scale.

S. H. Brown, until recently salesmanager of the Berliner Gramophone Co., Limited, has severed his connection with that firm and will open talking machine parlors of his own at 521 Phillips Square, Montreal. J. Dumouchel, for over four years in charge of Foisy Freres, has succeeded S. H. Brown, whilst O. Paquette takes over Mr. Dumouchel's duties with Foisy Freres.

MOVIES SHOW BABY CARRIAGE MAKING

At the recent Grand Rapids furniture show the Lloyd Mfg. Co. told through moving pictures the modern method of making baby carriages by taking the onlooker on a tour through the company's plant at Nienominee. Mich.

The first picture showed Marshal B. Loyd, the inventor of the Lloyd loom and the head of the Lloyd Co., smiling to the audience, who are then taken to the looms. Here the first race between the old method and the new one ensues. A battery of looms was shown in operation. Reels of fibre are feeding onto the cylinders. Beside the one nearest the foreground a hand worker has begun to weave a carriage body. Before he has well started the workmen are removing from the cylinder a complete body begun at the exact moment when the hand worker initiated his manual operation. The body is now ready for mounting on the frame. Meantime other cylinders are turning out, with similar rapidity, the fabric from which the hoods are formed.

The narrative unfolds. Girls are shown cutting the fabric which comes from the looms in cylinder form. Then comes the process of attaching the fabric to the frames. The nicety with which this work is done is due to the shape given the fabric in the weaving. It is here that one is able to conceive of the genius of invention which evolved machinery so intricate and exact in adjustment as not only to duplicate the performance, but to improve upon the product which from the dawn of history, because of the skill and dexterity required, has been left to the human hand. As a knitting machine in a stocking factory gives the required configuration to the fabric, so the Lloyd loom is shown manipulating the fibre into the precise conformation demanded by the construction of the modern baby carriage.

The spectator is taken next through the store rooms in which are stacked hundreds of bodies and hoods ready for the hands of the workmen who affix them to the frames. There is no measuring, no trimming. The frame is simply slipped into the fabric and the latter fastened in place. Similarly the hood fabric is placed upon a frame and in the twinkling of an eye the finished hood is shown.

Next appears examples of the finished product which, when one has seen the process by which it has been evolved, proclaims that excellence has been reached by applying the modern logic of quantity production at low cost.

POINTERS FOR SALESMEN.

Don't argue—illustrate.

Don't ever tell a prospect that he is mistaken.

Don't wear anything to attract or concentrate the eye of the prospect on your dress.

Don't ask the prospect a question to which he can say "No."

Don't talk price; talk quality even though your price is low.

Don't run down the other fellow's goods; talk the reason why of your goods.

Don't say anything against the goods on which the prospect looks with favor, for you will offend his judgment on which every man prides himself.

Don't contrast your goods with those of a competitor, which the prospect has been using or knows about; talk your goods and let the prospect do the contrasting.



Model "Princess" $180.00

The "PHONOLA"

The merchandising possibilities for the "Phonola" line are big. Advertisements in the leading newspapers and magazines of Canada are creating immense demand.

In purity of tone, and lifelike rendition of either vocal or instrumental music, the "Phonola" is unsurpassed.

The "Phonola" enables you to satisfy the purchaser in every way.

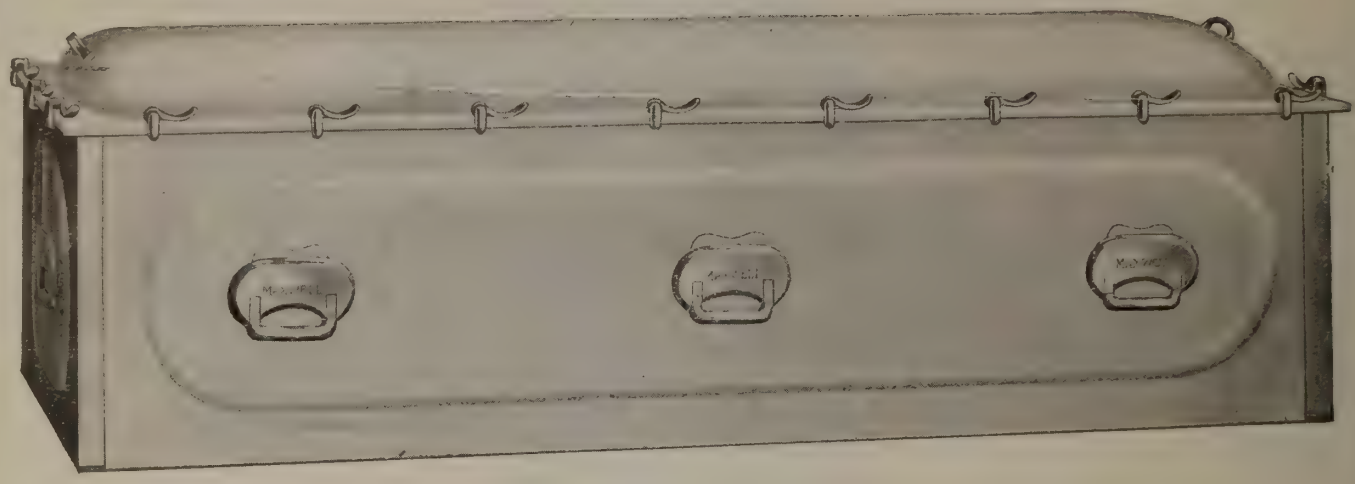
Having the agency for Phonolas and Phonola Records is one of your best preparations for a return to normal merchandising conditions.

Write for our proposition

The Phonola Company of Canada, Limited

KITCHENER : : CANADA

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

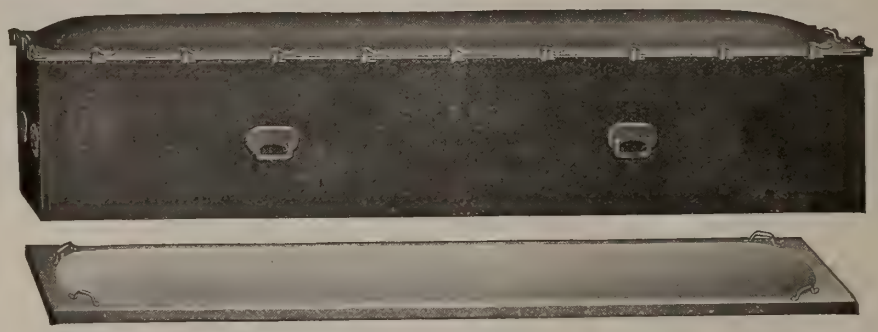
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $38.00; Without Tray $36.00; Tray Alone $8.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

GETTING READY FOR 1919 CONVENTIONS

Annual meetings this summer—Saskatchewan, Manitoba and Ontario select dates—Professors who will lecture

THE 15th annual convention of the Western Canada Funeral Directors' and Embalmers' Association will be held at the Manitoba Medical College, Winnipeg, on July 2, 3 and 4. President A. S. Bardal, and Secretary A. B. Gardinee, have sent out their announcement and invitation to all interested and bespeak the attendance of all in the profession to feast on the good things prepared.

The Executive have had the good fortune to procure the services of that busy man, Prof. W. P. Hohenschuh, of Iowa City, who lectured at the opening sessions when the association was organized fourteen years ago, and who appeared at the Western Association meetings on many occasions since that time. The Professor needs no introduction, suffice it to say, he will be at the convention and embalmers will get the latest and best ideas in modern embalming and funeral conduct. The lectures will cover descriptive and operative embalming, sanitation, communicable diseases, etc., and will be delivered in popular style. They will be a source of instruction and education to the beginner, and a source of inspiration and profit to the expert operator. No professional man can afford to miss these helpful and stimulating addresses.

Why You Should be There

Remember the dates—July 2, 3 and 4 at Winnipeg. If any funeral directors fail to attend they will miss the largest, biggest and most helpful convention the Western Association has yet had.

In Manitoba the Provincial Board of Health is publishing in railway stations, etc., the list of licensed embalmers, and baggagemen are not permitted to receive for transportation, cases dying from communicable diseases, from any except those whose names are on said list. Further none are allowed to practice embalming, at all, without license, and in communities where there is a licensed embalmer, no other person may conduct the funeral or removal of such cases. All embalmers should see to it that their licenses are paid up so their names will appear on this list.

The officers of the Western Canada Funeral Directors' and Embalmers' Association are: President, A. S. Bardal, Winnipeg; vice-president, Jos. Kerr, Winnipeg; 2nd vice-president, Geo. Paull, Swan River; secretary-treasurer, A. B. Gardiner, 172 Kennedy St., Winnipeg; sergt.-at-arms, W. R. Orr, Portage la Prairie.

SASKATCHEWAN ASSOCIATION'S CONVENTION

The last week in June has been chosen as the time for the Saskatchewan Embalmers' and Funeral Directors' Association convention. The meetings will be held at Moose Jaw, Sask., and a series of lectures and demonstrations will be given by Prof. R. U. Stone. The preliminary arrangements for the convention were made at a special meeting of the Executive Committee held at the establishment of M. J. Bellamy, in Moose Jaw, on February 17. The committee and visiting officers were entertained at luncheon by Mr. Bellamy at that time. Among those attending were: G. H. McKague, president, of Saskatoon; W. S. Yule, first vice-president, of Swift Current; James McGuirl, secretary-treasurer, of Moosomin, and J. M. McKenzie, M. J. Bellamy and John Droppo, of Moose Jaw.

CANADIAN EMBALMERS' ASSOCIATION CONVENTION

The program for this year's C. E. A. Convention at Toronto on September 2, 3 and 4 is progressing. Now that war activities have come to a standstill and conditions are rapidly returning to normal, the Executive expect to make this year's convention surpass all previous ones, both in attendance and interest. Prof. Charles A. Renouard, who was such a pronounced success as lecturer and demonstrator last year, will again take the school and convention lectures. So favorably impressed were the Executive with last year's program that they decided to have the course repeated this season.

Preceding the convention, Prof. Renouard will hold a short-term school in Toronto, commencing his instructions the week before the opening of the Association's sessions. Other features of the program are being worked out by Secretary F. W. Matthews.

BURIAL OF SIR JOHN MOORE

Not a drum was heard, not a funeral note,
As his corpse to the ramparts we hurried;
No a soldier discharged his farewell shot
O'er the grave where our hero we buried.

No useless coffin enclosed his breast,
Not in sheet or in shroud we wound him;
But he lay like a warrior taking his rest,
With his martial cloak around him.

Slowly and sadly we laid him down,
From the field of his fame fresh and gory;
We carved not a line, and we raised not a stone,
But we left him alone in his glory

Graves of Our Canadian Soldiers

The report of the Imperial War Graves Commission, which has been approved by the Imperial War Conference, has a profound interest for the many thousands of Canadian whose dear ones lie in the fields of France and Flanders, reads an editorial in a recent issue of The Toronto Globe. The Commission asserts the principle of equality among the dead. The graves of all officers and men in the war cemeteries are to be marked by uniform headstones. Each regiment will have its own pattern of headstone, to be erected over the grave of every man of that regiment, wherever he may be buried. Regimental feeling as to the design is to be consulted. On each headstone will be carved the rank, name, regiment, and date of death of the person buried beneath it. Relatives will be allowed, at their own cost, to add a short inscription—a text or a prayer.

The cemeteries are to be laid out and planted with flowers and shrubs, under the direction of horticultural experts. The surfaces of the graves will be levelled for reasons of convenience and economy. Each cemetery will have a printed register of the burials in it. Bodies at present buried in isolated graves or in small groups will be removed to the selected cemeteries. These are to be grouped, and to each group will be assigned one principal architect and a number of younger men working under his leadership. In every cemetery will be, at the east end, a great memorial stone, upon broad steps, bearing some appropriate phrase or text, and elsewhere a cross. Some form of building, either covering the memorial stone or separate from it, will be provided as a shelter for visitors from the weather or as a place for religious services.

In explaining the plans of the Imperial War Graves Commission Mr. Rowell informed the House of Commons that the French Government had dedicated the land where Canadian soldiers were buried as cemeteries in perpetuity. He believed there would be a distinctive emblem marking the Canadian graves, but he could not say whether these graves would be distinct in design from the others. Those who have seen great military cemeteries will recall the impression of harmony and restfulness conveyed to the eyes by the sweep of headstones similar and simple in design. Their size and contour must be the same to produce this majesty of effect, but it would not be marred by distinct designs engraved on the faces of the stones. It will be a consolation to bereaved Canadians to know that their heroes will rest in beautiful surroundings, where their graves will be cared for and their names preserved. These cemeteries will be shrines to which pilgrims will stream from all over the world to do homage to men who died that freedom might live.

U. S. GOVERNMENT TO BRING BACK DEAD

The U. S. Navy Department is planning for the return to America of bodies of men who died in the service of the naval or marine corps. The relatives of such men may have the bodies when they desire to give them burial. The bodies returned, when not given private burial by relatives, will be interred in one of the national cemeteries. The Government will pay all expenses up to the time of delivery of the bodies.

Professional Notes

W. A. Britton has sold his funeral directing business to F. Sargent.

John Thompson, of Thomson & Son, funeral directors, Fergus, Ont., died at his home there on April 22.

The grave diggers of Stettin, Germany, went on strike last month, and the bodies of many dead remained for days unburied.

Harry Graham, of the National Casket Co.'s branch at Rochester, N.Y., and formerly with the National Casket Co., Toronto, was a recent visitor to Toronto, to see his mother during her illness.

Birmingham, Eng., city council is to be asked to approve of a recommendation that funerals to that city's cemeteries be discontinued on Saturday afternoons and Sundays, except in cases of emergency.

L. A. Ball, St. Mary's, Ont., has been ill for two weeks recently. He is now fully recovered. Mr. Ball has purchased the undertaking business of Joseph Grant, of Granton, Ont. Mr. Grant will continue to run the furniture end of the business.

The firm name of Anderson, Nugent & Co., Lindsay, Ont., has been changed by Ontario charter to John Anderson, Ltd. James Sylvester MacKey, who is the embalmer in the late Mr. Nugent's place, has an interest in the new company, which is capitalized at $40,000.

CHANGE IN FUNERAL DIRECTORS

Mr. Burton E. Brintnell, of Brighton, Ont., has recently purchased the undertaking business carried on by Cunningham and Ballantyne, of Trenton, Ont., and will continue on that business there, with his brother, Leslie M. Brintnell, as manager. Mr. Leslie M. Brintnell is a returned soldier, who was wounded on the Arras front, and prior to his going overseas had several years' experience in the undertaking business, having been assistant and embalmer for Tickell & Sons Co., Bellevilie, Ont.; Rogers & Burney, Ottawa; and latterly with Jos. C. Wray & Brother, Montreal. An ambulance business is also run in connection with the undertaking at Trenton.

TO BE LARGEST HEARSE MANUFACTURERS.

The Wm. H. Wattman Car & Body Company have plans under way to move their plant to Stratford in the course of the next month. Should the plans materialize a large and up-to-date woodworking factory will be taken over and thoroughly equipped to turn out a high grade line of hearses. A limited company will be formed. The new company, it is said, will then be the largest firm manufacturing hearses in Canada.

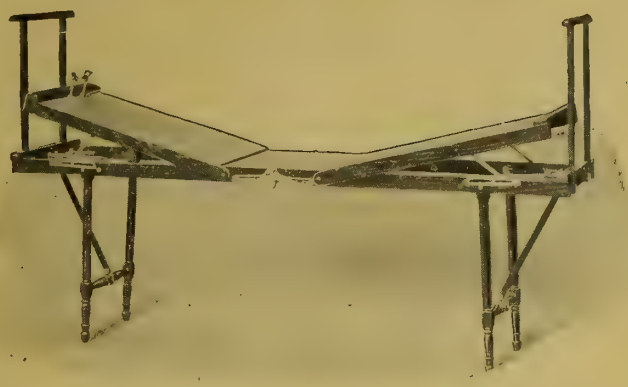
Mr. Wattman, the manager, started business in Toronto some years ago and has been growing steadily. Their present premises have proved too small to turn out the amount of business available.

COFFINS RENTED IN RUSSIA

Unofficial advices to the State Department at Washington, state that individual coffins in Moscow, Russia, are reported to be no longer used, but are being rented out. The mortality rate is very high, with typhus, grip and erysipelas especially prevalent and crowding the hospitals.

Embalming Equipment





Embalming Boards Embalming Grips Embalming Fluid Absorbent Cotton
Rubber Gloves Eye Caps Embalming Instruments
Fluid Bottles Floor Rugs Lisle Gloves Church Trucks
Pedestals Folding Chairs Horse Nets
Burial Shoes Palms Candles Wreaths

SERVICE IN DESIGNS

DOMINION SERVICE

SERVICE IN QUALITY

Hearse Lamps Fringe and Tassels Hearse Ornaments Engraving Machines
Lowering Devices Candelabras Ambulance Baskets
Crucifixer Excelsior Wood-Wool Hat Bands
Rubber Casket Covers Arm Bands Metallic Linings
Metallic Vaults Burial Robes Casket Hardware Casket Lining





Funeral Directors' Accessories

BEST QUALITY

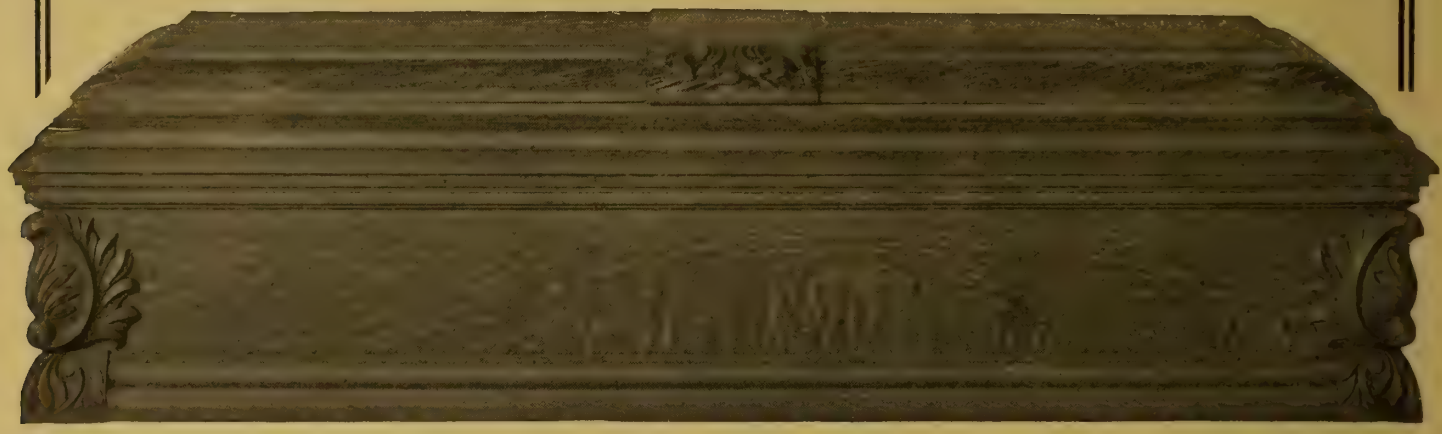
DOMINION SERVICE

NEAT DESIGNS

BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited London, Ont.
Girard & Godin, Limited Three Rivers, Que.
The Semmens & Evel Casket Co., Hamilton, Ont. Limited
Christie Bros. & Co., Limited Amherst, N.S.
The Semmens & Evel Casket Co., Winnipeg, Man. Limited
The D. W. Thompson Co., Limited Toronto, Ont.
Girard & Godin, Limited Montreal, Que.
Vancouver Casket Co. Vancouver, B.C.

A Splendid Combination to Offer Your Clients



No. 533—Selected Quarter Cut Oak. Made with Panel Shrines if requested.



No. 92—Solid Oak outside case, varnished and panelled. Write for prices.

"We are the largest manufacturers of High-Grade Caskets and Funeral Accessories in Canada."

Dominion Manufacturers, Limited Head Office: 109 Niagara St., Toronto, Can.

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels, Ph. G.

ARTICLE VIII

THE AXILLARY METHOD

(Continued)

A comparison of the vein and artery at this time, if each is of normal condition, will be quite convincing. Yet further tests may be more satisfying. You will first note that the artery does not expand like the vein, but merely fills up with the blood you have collected by your pressure upon the arm. The walls of the veins being thin will admit of their being stretched to a noticeable degree, while the walls of the artery being thick, the artery merely fills up with blood without stretching to a larger size. Between the fingers the artery will feel thicker than the vein, and again if the artery and the vein are both freed of surrounding tissue some little space, the branches of the artery will be noticed to be much smaller than the branches of the vein.

In fresh bodies the arteries are nearly always of the characteristic creamy white color, but in bodies dead more than twelve hours, we generally find the color of the artery red or dark, and this condition often confuses the embalmer who lacks the necessary confidence in himself. It is caused by the fermentation of the blood in the nutrient vessels, the vasa vasorum of the muscular arterial coat, and changes the characteristic appearance of the artery entirely. In my estimation the sense of touch must be relied on to guide the embalmer, and that is the best way to determine.

The next operation would be to place a "separator" or the handle of your aneurism hook beneath them and use your scalpel to make a traverse cut through half the artery and a half of the vein. Do this by placing the point of your scalpel in the centre of the artery and cut right through to the inner edge, leaving half the artery open, and the other half intact.

By turning the uncut half over to the bottom, the artery will then be found to be open for you to insert your instrument, while the same operation with the vein allows the walls to lay flat and close to each other. They do not gap open as does the artery.

Should there remain any doubt in your mind regarding this most important matter of selecting the artery in which to inject your fluid, you may make a conclusive test by inserting the arterial tube towards the hand of the subject instead of towards the body. If it is in the artery and properly placed, it will accommodate the fluid and circulate therein as easily as though the injection were directed towards the body. A few ounces of fluid thus injected will produce evidence of capilary circulation throughout the entire arm which will be thoroughly convincing that you have the artery. No harm can come from the injection of a pint or more of fluid. This direct injection in the arm towards the hand will enable you at this time, by properly massaging the hands and finger tips, to force away all the blood which frequently settles there, and which ordinarily discolors; especially the finger nails. The fluid quickly flows through the capillaries and collects the blood in the veins to distend throughout the arm and hand. This is particularly noticeable on thin people. Further injection produces a white mottled appearance over the surface tissue of the arm, which finally becomes firm and hard from the effect of the fluid, and, as these conditions can only be produced by arterial injection, you have employed an infallible test.

Should you have your tube in a vein instead of an artery, the fluid seldom will flow at all, being prevented by the valves in the veins which control the blood circulation and direct it always toward the heart. Should there be any flow through the syringe the fluid could go no further than through some branch of the vein which might exist between where you have tied the string about the tube and the end of the tube in the vein allowing a small quantity to run through this branch to another vein and thus carry it back to the body, but of one thing you may be positive, that in no case will the valves of the veins sufficiently collapse at any time to enable you to produce capillary circulation in the arm which you may easily do by the injection of an artery in that manner.

This is a physical test which never will fail the embalmer, and may well be resorted to in any case in which there may be doubt. It is of the greatest value to every embalmer in injecting a body where abnormal conditions exist in either the arteries or the veins and which may make it, by the usual signs, difficult to recognize the artery from the vein.

After positively determining that you have the artery, insert your long flexible arterial tube into the artery towards the trunk of the body, and after inserting the vein tube in the vein, inject into the artery about a quart of fluid to every thirty-seven pounds weight of the subject. Thus, if a person's weight was 150 pounds, four quarts of fluid should be used in the artery. In some of the States the Board of Health rules require this amount to be used arterially in all bodies embalmed for shipment.

During this time the body should be placed in a position so that gravitation may aid the draining of the face and neck of the blood which may be forced from the capillaries into the veins by the arterial injection. The head and shoulders should be placed so that those parts of the face, neck and ears which are exposed, are above and at a higher elevation than any other part of the body. To aid the circulation of the fluid into the flesh tissue, the operator should use a soft, moist sponge, continuously rubbing and manipulating the face and ears and other dependent parts of the body where suggilation of the blood may exist.

If no untoward conditions appear during this process, the injection may be continued until there is a firmness or rigidity of the muscles of the face, particularly of the nose and the ears. These, instead of being placid and immobile, as they are after death and before embalming, assume their original muscular rigidity and soon become decidedly firmer than they were even in life. When this condition prevails you may be well satisfied that your efforts have been successful in the embalming of the body.

Should there be an excess of blood, which would be indicated by distension of the veins or by swelling in the neck caused by a fullness of the jugular veins, or a pinkish condition appear in the neck and ears, indicating a reflushing of the blood there—then the blood must be immediately withdrawn from the body through the auxillary vein with the vein tubes best adapted for this purpose. This method reduces blood, discoloration and trouble in the average case.

(*To be continued*)

Embalming Safeguards Health

Scientists have been unable to determine the source of the so-called influenza epidemic, nor why the disease appears where the utmost precautions have been observed, and, says the "Health News" of the New York State Department of Health, the definite causative agent of the disease remains to-day unknown, although there is now a fairly general agreement among investigators of epidemic influenza, that the disease is spread by personal contact from one individual to another, in all probability in the very earliest stages, and therefore, it is highly desirable that persons presenting the symptoms of influenza should, in so far as possible, be isolated within their own rooms, during the first few days of the illness.

There is no proof that influenza is contracted from the dead, and it is also a matter of observation that undertakers who handled the most virulent cases during the epidemic, have been practically immune, says Chas. Blood, in The Casket recently. But as a first-aid, sanitary treatment, after death, to be on the safe side and run no risks, the nose, mouth and throat of the deceased may be thoroughly irrigated with an effective disinfective fluid, which will destroy every microbe, or disease germ, with which it comes in contact, which is not feasible during life.

For some strange reason, efficient care of the dead is not required, nor is embalming, nor an embalmer's license recognized by the Department of Health, and, therefore, antiquated health and inconsistent transportation rules, closing the body from view, hasty burial, wrapping the body in cotton and subjecting the afflicted family to an extra expense for a so-called hermetically sealed, or watertight, box, continue to be the law. Notwithstanding, it is well known that the arterial method of embalming is not only a perfect sanitary measure, whereby a deceased body will become in no way a menace to the public health, but it eliminates the practice of puncturing the heart and when fully understood, there is no occasion to close the door upon anyone who may desire to see what is done, as no improper treatment or exposure is required to take up an artery in the arm, and also at the same time drain the blood, which, the same as in life, is necessary only in special cases. But in all cases, certain preparations must first be made, and more or less time given to meet the ever varying arterial conditions, which is understood only by skilled embalmers, who for professional reasons also demonstrate and give publicity to the fact that a good standard embalming fluid of sufficient volume to fill the entire vascular system, slowly applied by syphon or gravity, and not rupture the arterial circulation, will certainly and effectually render a deceased body as harmless as if it were so much stone. Desiccation gradually takes place and there is no decomposition.

There is no question but what the bodies of our soldier dead "Over There," if properly cared for could have been retained for shipment and eventually, sooner or later, sent home for burial in a perfect state of preservation, and there would be no question as to their identity. For this purpose an association of expert, skilled embalmers offered their service, as a patriotic duty, free of expense to the War Department, but the offer was rejected, on account of a vicious report that embalming was not considered practical. No doubt embalming as practiced by the medical department is impractical for permanent preservation or long distance transportation, and it may be expected the bodies of those who are sent home for burial will arrive at their destination in a disgraceful condition.

FESTIVAL OF THE DEAD IN JAPAN

A vision comes before the mind of that innumerable company, the British heroes dead in battle, and the conviction is borne that out of all the pain their departure has brought some fitting ceremonial must be created to keep their memory fresh, to perpetuate until distant ages their honor and glory.

Turning over the pages of Japan's life-book, nothing is more expressive of the psychology of the people, more simple and dignified, than the Festival of the Dead as it is observed in city, town, and village at various dates throughout the months of July and August.

It is a celebration that is part and parcel of the Japanese people, and as an old faith that has come to them from India and China it is still respected, in spite of the inpouring of Western ideas that tend to destroy the very foundations on which Eastern life is based. In Hokyo the dead are welcomed back on the night of July 13th and hold sway over the living until the night of the 15th, when they take their departure. The houses are scrupulously cleaned, as though real guests of flesh and blood of great importance were expected. By the entrance gate or door a bonfire is made of bundles of pith in order that the returning ones may see the light and find the way to the welcome that awaits them within.

In the tokonoma, or recess, in the chief room of the house, flowers are especially arranged, and before the Buddhist family altar is placed a plain wooden stand made in three steps, covered over by a reed mat, on which are arranged fruit and vegetables, the best the household can produce, offered to the unseen spirits, who may be pleased even though they can no longer partake of them. Every house in Tokyo, great or small, hangs out its paper lantern at night, made of thin, filmy paper, on which artists draw many pleasing figures or landscapes. They are to give a festive touch to the house, that the returning spirit may feel happy and comfortable. Gloom of any kind is banished, and all disagreeable things are put out of sight. The family indulges in a quiet social time, as though the departed ones were present to partake of the pleasure. If there is music, dance or song, it is to entertain the spirits.

During the festival all Tokyo people exchange gifts in the same manner as Western peoples observe Christmas. It is the time for remembering one's friends, and in these prosperous days in Tokyo this custom has been observed with much lavishness. Servants within a household and apprentice boys in the shops receive new kimonos and enjoy holiday; the children rejoice in bright new garments and fascinating toys, and have all the sweets and cakes they may desire. Friends and relatives call upon one another, and, in consequence, the workaday world of Tokyo comes almost to a standstill.

Great throngs visit the cemeteries, placing flowers before the tombs, and Buddhist priests in brilliant robes may be seen in all parts of the city, passing along the streets to perform services in some home or to take part in a temple ceremony. On the third night after the spirit's visitation a bonfire is again made at the entrance of the house to light the loved one in its return journey, and the big, bustling city of Tokyo settles down again to its ordinary routine.—London, Eng., Times.

More About Selling the Casket

The most successful salesmen in any line are those that are adept scholars in the art of reading men, writes H. C. Wilmot, in The Casket. And this is also true if you are to be a successful casket salesman. You must at all times be able to make him feel that it is your desire to help him, to always lead him right, to let him know that you really sympathize with him, and at the same time be able to win his friendly smile. Be courteous always, and appreciate fully everything that he may say to you; be agreeable to the things he might suggest, even if you know they are wrong, and in a nice way gradually bring him around to your way of thinking. You must be a diplomat in the truest sense of the word, always agreeable but never tiresome; you must be, to some extent, enthusiastic, but this enthusiasm must be genuine. Know the article you are selling in all its details; be not afraid to show its merits to the best advantage. Be always well dressed. No doubt, there is a certain distinct advantage when your customer is also your friend. Never take undue advantage of this friendship. Of course, you must have ability, and that comes only from years of service. To sum the whole matter up, I have often advised and have always believed that the three big words to the successful salesman are, personality, character and common honesty. I have known men that have had personalities that would win people to them and they could "coil these people around their little finger," but they would fail utterly as casket salesmen, because of their character. I have known other men that had both personality and character, but in some way they would not or could not win success because they, perhaps, unconsciously did not always tell the truth. So it is really necessary to use the three words, personality, character and common honesty, as the three things most requisite to the successful casket salesman.

I have often been asked by many of my friends engaged in the calling, just how I proceed to sell the casket. If the family is of prominence, how do I manage things, and when is the right time to speak to the family regarding the casket? It is hard to set down any rule or method of procedure that would work out well in all cases. Every family has its own little peculiarities. It is only after years of experience that you will be able to know and do the proper thing at the proper time. There is one rule that I follow very closely, and that is the proper time to call after the embalming has been done. The rule is this: If death occurs during the night I call about ten o'clock the following morning; if death occurs during the day I call in the evening. You will generally find in both instances that the family is in a mood to talk, and they will in the course of the conversation speak to you regarding the casket. If not you should in a very careful and tactful manner bring the subject up. Just to get their idea as to whether they would like to have you call at the house with photos or send a car for them to call at the office. I generally, at this time, suggest having just one or two members of the family take charge of all details. If no member of the family cares to take this responsibility—to them a sad task—I then suggest the use of a very close friend. It is unwise to speak of the casket on the first call or at the time the embalming is being done. Death has taken place and the loss of the loved one is the thing uppermost in their minds. A few hours later you will find things greatly changed. They have come to the realization that arrangements must be made, and their minds are susceptible to anything you might suggest pertaining to arrangements.

You should never, in approaching the subject of "Selling the Casket," betray any commercial instinct. Death has come, a casket is needed, you understand; so do they. The least that is said the better. After I ascertain the desires of the family I set the time I am to call or send a car. This is always agreeable with their ideas. If I am to call at the home with photos, I try to be there promptly at the time set, but never before the hour set. I feel that if I am unable to be prompt on the hour, it is better to be a little late. Don't at any time show too much anxiety. Never get excited, and always remain a gentleman. Having entered the home I first ask permission to look in the room where the body is laid out. Never fail to do this, as it shows you are interested and anxious to please.

MILLIONS DEAD AND STARVING.

The greatest tragedy that has visited the world in years is taking place to-day in India, reads the appeal sent out by India Famine Relief Committee. India is in the deadly grip of plague and famine. The state to which the population has been reduced is appalling, and prevailing conditions are so terrible that they baffle description. In the Central and Northern Provinces of India death stalks through the land, taking a toll that makes the Great War's casualty list pale into insignificance.

To date the estimated number of dead from plague and famine in the past year is over 32,000,000 The poor have eaten all their food, and the physical conditions of thousands upon thousands is such that they are too weak even to carry their water jars. Others, driven mad with hunger, are eating roots, seeds, kernels of old nuts, or anything they can pick up. 150,000,000 loyal British subjects go hungry, morning, noon and night.

Inconceivable conditions prevail. No rain has fallen since last May, and there have been no crops. Wells are drying up. Traffic has practically ceased. Mails are undelivered, and business is at a standstill. Food riots take place daily in the cities.

Miles of Dead.

Some conception of the awful toll may be gathered from the following comparison: If coffins for the 32,000,000 British subjects who have died during the last year through plague and famine were placed, head to feet, they would reach a distance equal to one and one-third times around the equator. Words fail to portray the ghastliness of this stupendous tragedy, and photographs taken in different parts of the country depict scenes too gruesome for publication. Letters from India bring news of an appalling famine now prevailing. Food prices have soared to heights unknown for a hundred years. The Government of India is doing what it can, but it cannot cope with the situation. The call has come to help. Unless the peoples of the world pour help into India millions more will die, and the world will be shocked to know the terrible results of procrastination and selfishness.

Donations are asked to be sent to the Honorary Treasurer, Donald A. Cameron, Toronto, for transmission to India.

? QUESTION BOX ?

The question has been asked: Are undertakers rich? and the editor of Canadian Furniture World and The Undertaker is putting it up to Canadian members of the profession to answer. For himself he does not know of any funeral director who has made money in the profession. He may be wrong, and if so wants to be corrected.

The public, judging from remarks sometimes overheard and items published in the daily press, are of the opinion that fortunes are being made by undertakers, and it is up to funeral directors to disabuse this opinion—so we say again—**has the undertaking profession made you rich?** We will be glad to publish your reply and comment.

HIGHER FUNERAL ALLOWANCES

Funeral directors of Springfield, Ill., and vicinity, have petitioned the board of supervisors to increase the allowance for burying the indigent dead to a sum which will not cause them to lose money on every funeral of that character. The present amount allowed for such burials is but $2, and the undertakers claim that the very cheapest funeral which can be had will amount to at least $50, itemized as follows:

Casket	$16.30
Interior trim	2.00
Handles	2.85
Rough box	8.00
Shroud	3.00
Freight on casket	1.25
Digging grave	8.00
Conveyance of body	4.00
Embalming fluid	5.00
Total	$50.40

This schedule, it will be noticed, makes no allowance for services, and is designed simply for the purpose of allowing the funeral directors to conduct the funeral without being actually out of pocket. What the undertakers will ask has not been definitely decided. While costs of funerals have been mounting steadily the allowance has remained the same for years. The above, no doubt, will be interesting to our Canadian funeral directors.

ARTIFICIAL RESPIRATION

Contrary to the hasty opinions of thoughtless persons, the undertaker does not wish people to die before their time, even though it should apparently be to his interest to do so, for he is a sanitarian and a life-saver as well as a public-spirited citizen. As well might we charge reputable physicians with a desire to create instead of curing disease.

One of the most recent proofs of the undertaker's helpfulness as a life-saver is his employment of means to produce artificial respiration in cases where persons have been overcome and are on the verge of death. This is good work and cannot be too highly commended and if it results in an advertisement in his community he is justly entitled to it. We notice that high scientific authorities are commending these efforts to save life by having apparatuses for the inducement of artificial breathing near at hand when needed. At bathing-places, in the maternity wards of hospitals, at police headquarters, and many other places, such apparatus will save lives, we are told. And the undertaker who has one in his own establishment can quickly use it when called upon. Many instances are known where the profession has done its duty nobly in this respect. This good work should be commended.

CANICULA EMBALMING FLUID

That velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY
366 Bathurst Street - TORONTO, CANADA

GOING HIM SEVERAL BETTER

The oldest good story is the one told by "Deacon" Henderson about the boy who left the farm and got a job in the city. He wrote a letter to his brother, who elected to stick by the farm, telling of the joys of city life, in which he said:

"Thursday we auto'd out to the country club, where we golfed until dark. Then we motored to the beach, and Fridayed there."

The brother on the farm wrote back:

"Yesterday we buggied to town and baseballed all afternoon. Then we went to Med's and pokered till morning. To-day we muled out to the corn-field and geehawed until sundown. Then we suppered, and then we piped for a while. After that we staircased up to our room and bedsteaded until the clock fived."

STICK TO YOUR TRADE

Funeral directors who have been before the courts at any time with suits for payment will appreciate this:

A colored man was brought before a police judge charged with stealing chickens. He pleaded guilty and received sentence, when the pudge asked how it was he managed to lift those chickens right under the window of the owner's house when there was a dog in the yard. "Hit wouldn't be no use, judge," said the man, "to try to 'splain dis thing to you all. Ef you was to try, you like as not would get yer hide full o' shot an' get no chickens, nuther. Ef you want to engage in any rascality, judge, yo' better stick to de bench, whar you am familiar."

POOR FATHER!

W. K. Murphy, Toronto, tells of an epitaph that is inscribed on a tombstone in Birmingham, England:

Here lies the mother of children seven,
Four on earth and three in heaven;
The three in heaven preferring rather
To die with mother than live with father.

UNSATISFACTORY

Rogers—"Didn't I see you out in your new car today?"

Burney—"Yes, I was out for a trial."

"Was the trial satisfactory?"

"No. The judge fined me $10."

The Fashionable Funeral

It is a time-honored custom for modern people to criticize the method of conducting funerals in past centuries, when hired mourners were secured at so much per hour, in order that the semblance of sorrow and regret might be present, says an exchange. This was done for show, and so we criticize it; but aren't we in the same boat? Don't we often have fashionable and lengthy funerals, fulsome eulogies, soloists for so much per solo, just for show also? When Mrs. Blank's husband dies, she decides to have a more splendid funeral than Mrs. Doe had for her husband, and later on, Mrs. Roe decides to beat both of them. Is there any respect for the dead in this form of competition between these women?

These remarks are suggested by a funeral which I attended a short time ago, a funeral which was an example—to my notion—of how a funeral should NOT be conducted. It was held at a fashionable church, at a fashionable hour, and the best quartet in town had been hired at so much per song. It required two preachers, one lodge officer, one violinist, one undertaker, and an audience of 1,500 to lay this man to rest. True, it was a great spectacle, but should a funeral be arranged for this purpose?

The eulogies were all couched in the superlative degree. This man, a physician, was compared to the Great Physician; the poetry of Shakespeare, quotations from Scripture, and some original death poetry were used in sending this man to heaven. The two preachers got him safely into glory in fine shape; and then the lodge officer shut the gates, so that he would be interned in heaven permanently.

Now, these eulogies were either true or untrue. In either case, they were unnecessary. If they were true, the friends of the departed already knew of his good qualities, and mere words could not increase their respect for him. If he was so virtuous, so self-sacrificing, so noble-hearted, so upright, his three score years of life would have demonstrated this, and his friends and neighbors did not need to be told so by the officiating preachers.

If the eulogies were not true, then they were sacrilegious, and the eulogists will have to answer for these exaggerations and falsehoods at the great judgment day. If these eulogies were untrue, his friends would know it; and as they sat at the funeral, listening to the glowing panegyrics of the preachers, they would lose confidence in the preacher, the church and possibly Christianity.

Further, one of the preachers introduced "sob stuff" at this funeral. He wept himself; he caused others to weep, and excited the emotions of the family, the members of which were already stirred by sorrow sufficiently. If this man's life had not been right, an ocean of tears wouldn't save him. The tears did him no good; and they might have caused the nervous and over-wrought relatives to go into hysterics, which is all wrong.

Is there any reason why such a display should be made at a funeral? Is there any rational excuse why a funeral should be a public function? When a man is ill, we don't permit every Tom, Dick and Harry to come in and gaze at him; why should this privilege be accorded to mere curiosity seekers at death? Further, when we try to make funerals a spectacle, aiming to have the best music, the most flowers and the strongest eulogy, do we honor the death? I doubt it very much.

Death is one of the great mysteries of human existence; it should have lessons for all of us; but when we use it as a pretext for making a show, don't we miss the lesson?

Our idea of a rational, sensible funeral service is the following: it should be simple and brief, at the home of the departed; only one minister; no eulogy (a man's life speaks for itself); no tear-provoking sermon, no obituary poetry, a few appropriate verses from the Scripture, two or three reverent and lofty hymns, only relatives and intimate friends in attendance, and a private interment.

If this custom were followed, the true meaning of death would be impressed upon all. No preacher would have to violate his conscience in eulogizing a man whose life had been wrong; and genuine sympathy could be extended to the mourners in a private and unobtrusive way.

FORD THAT BACKS UP

Jack McLaughlin, of the Globe Casket Co. is still travelling his territory in one of Henry Ford's busses. He is quite an expert now, but when Mac purchased his car in Western Ontario he undertook to run it to Toronto without any lessons in driving. He got stranded for an hour and a half outside of Galt, and learned how to back up from experience. "Experience sure is some teacher." said Jack.

CARANAC

EMBALMING FLUID

Those that use this fluid do not believe there is a better one.

Our increase in business each year testifies as to its merits.

It produces the best results every time.

LET YOUR NEXT ORDER BE CARANAC

WE SHIP PROMPTLY

Caranac Laboratory

Peterborough - Ontario - Canada

A Straight Talk to Our Manufacturers

CO-OPERATION NECESSARY

THERE never was a time in the history of Canada, when more co-operation between manufacturers of kindred lines meant so much for each and every one. Manufacturers of furniture lines are no exception.

There is need of special efforts being made to create new business for the furniture trade. There are not at present enough homes in Canada to supply the needs of our communities. Men are coming home and taking up house again; families want their own homes; and young couples are starting off on life's journey in apartments and flats, because small houses are impossible to be had. These are all prospects for the furniture dealer, but it will take special efforts to convey to these people the important part that well-made furniture plays in the home.

Make a New Trail

We are all too prone to tread the old, beaten tracks, and such would no doubt be all very well if the conditions surrounding us were not in so chaotic a state. We need to adopt abnormal methods to meet abnormal conditions. We need to break a new trail. We need to establish among ourselves a spirit of co-operative buying. Too much money is going out of the country for goods we could make ourselves. But to do so we must co-operate. We must create new outlets for our own goods. And we must get right down to "brass tacks" and advertise our products more and more.

Just Read This

The New York Sun writes in something like the following strain:

"What is this Canada. This good business friend. This country that is absorbing one-seventh of all our exports? Just imagine. This Canada, a vast mine of untold wealth, absorbing the biggest part and parcel of all the goods which U. S. industries make for export. This next door neighbor with less than 10,000,000 people, using nearly $60,000,000 per month of our products.

"When the war was at its height, in January, 1918, Canada bought from us $50,300,000 worth of goods, and we were apt to think that most of this was due to the war.

"But nay. Because we find that during January, 1919, this good friend of ours actually bought $55,700,000. Nearly five and one half millions of dollars more."

What, Mr. Manufacturer, does that mean to you? It means that we are not co-operating as we should. We are sending over half a billion of dollars "out of the country" every year, and as our population increases our imports likely will increase.

It means more. It means that we have not taken seriously to heart the study of political economy. It means that manufacturer and farmer are at variance in thought though not in interest. It means that every manufacturer and every farmer is too self-centred, and that all that is really necessary is that each be better understood.

More Advertising Needed

Mr. Manufacturer of furniture and home furnishings—let me ask you: Is an automobile as necessary to a person as furniture in his home? Certainly not. But I venture to say that any one automobile manufacturer out of the largest six on this continent have invested more in advertising than the whole of the furniture manufacturers in this Dominion put together. We in this line of business have not realized ourselves that the public needs to be told more about our goods. All manner of publicity along educational lines should be adopted. Not only trade papers, but newspapers, magazines, etc. In conclusion read what a real expert says is needed to put this good old world on its feet.

EXPERT URGES EXTENSIVE ADVERTISING CAMPAIGNS TO PUT BUSINESS ON ITS FEET

Extensive advertising campaigns throughout the country will put business on its feet and relieve the present stagnation, Roger W. Babson, director of the information service of the department of labor at Washington, and a business authority, declared.

Babson has sent statements to big business men of the country urging increased advertising as a means of ushering in an era of prosperity.

"My advice to the manufacturer and merchant," Babson says, "is this: For your own interest and for the good of the country, increase the advertising appropriation for 1919. Prosperity depends upon the consumer. If there is not a market for goods, they will not be produced.

"Business is now stagnant, because nobody wants to buy, even though people have been deprived of many things during the war. Psychologically, we have not recovered from the shock of the war.

"The time to buy the things we need is here, but the people will not respond to a single appeal. A general campaign of paid advertising is necessary to get business going again. Dealers in all sorts of commodities should advertise them—in the newspaper, magazines, and in other accepted mediums. Only in this way can the demand be created."

Undertakers Shipping Directory

ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
57 King Street West.
Blachford & Sons,
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Geo. J. Chapman
742 Broadview Ave
Phone G. 3885
Ambulance service.
Cobbledick, N. B.
1508 Danforth Ave., and
2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
J. A. Humphrey & Son,
463 Church St.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Sain

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Index to Advertisers

C

Canada Furniture Mfrs. 15
Canadian Feather and Mattress Co.. 12
Canicula Company, Limited 50
Caranac Laboratory 51
Champion Chemical Co. .....i.b.c.
Chatfield, C. B. 36
Chesley Furniture Co. 8

D

Dominion Oilcloth Co. 17
Dominion Manufacturers 45-46
Dupont Fabrikoid Co. 18

E

Eckels, H. S. & Co. 53
Egyptian Chemical Co. 54

G

Gendron Mfg. Co. ....i.f.c.
Gold Medal Furniture Co..... 9

H

Hourd & Co. 12

I

Imperial Rattan Co. 6

K

Kindel Bed Co. 3
Knetchel Furniture Co. 13

L

Life Long Furniture Co. 36

M

Maxwell Mfg. Co. 42
Matthews Bros. 16
Musical Merchandise Co. 20
McLagan Furniture Co., Geo. 4-5
Meaford Mfg. Co. 10-11
Marshall Sanitary Bedding Co. ....i.f.c.

N

N. A. Furniture Co. 11
National Table Co. Ltd. 14

O

Owen Sound Chair Co. 14

P

Pathe Freres Phonograph Co. 39
Phillips Mfg. Co. 14
Pollock Mfg. Co. 41

Q

Quality Mattress Co. 19

R

Robertson & Co., P. L. 36

S

Shafer & Co., D. L. 16
Steel & Co., Jas. 24
Standard Bedding Co. 16
Stratford Chair Co. 7
Stratford Mfg. Co. 6

W

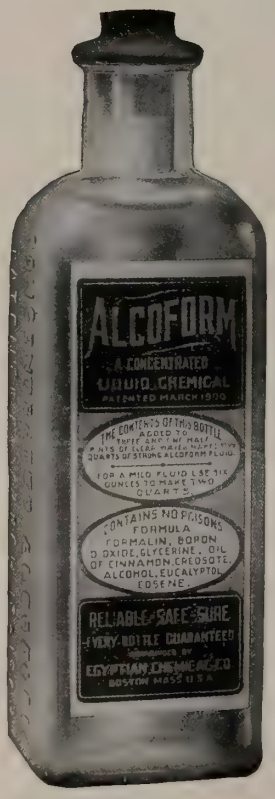
Walter & Co., B. 12

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amhers , N.S.

Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A

For Sale / Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage,etc. Cash must accompany each order —no accounts booked.

EXPERT EMBALMER and funeral director not engaged at present, would take position as manager of undertaking department of large firm. Also has practical knowledge of the furniture trade. Churchill and Ould, Huntsville, Ont.

FOR SALE—Excellent all black hearse team of mares, five years old; guaranteed sound and reliable in every way; clean limbed. Full particulars by applying to Thos. A. Jebb, Cookstown, Ont. m-j

FOR SALE—Greer's No. 95 undertakers' steel tired black wagon in A1 shape. A reasonable offer will buy this to make quick sale. Box 23, Furniture World and The Undertaker, 32 Colborne St., Toronto.

WANTED—A second-hand hearse, must be in good shape. Churchill and Ould, Huntsville, Ont.

WANTED—Traveller, calling on furniture trade, to handle special line, on commission. J. R. Eaton & Sons, Limited, Orillia, Ont.

Send your WANT ADS. To "CANADIAN FURNITURE WORLD"

TWINS!

CHAMPION EMBALMING FLUID WITH "KOSMOLEUM"!
TWINS in excellence!
TWINS in operation!

Champion Embalming Fluid has maintained its present standard of excellence for more than FORTY YEARS. Sentiment in its favor is overwhelming, North, East, South, and West.

KOSMOLEUM—the old-established Champion Massage Cream, with a new name—a new dress—a new use.

KOSMOLEUM—used in the same old way as a massage, gives a life-like expression and texture to the skin, and by external application facilitates arterial injection.

NOW—FOR ITS NEW USE! INJECT KOSMOLEUM **WITH** CHAMPION EMBALMING FLUID! Its use in this way INSURES splendid arterial circulation as well as imparting to the embalmed body a life-like appearance, **IMPOSSIBLE TO GET IN ANY OTHER WAY.**

KOSMOLEUM AND CHAMPION EMBALMING FLUID—TWINS!

SEPARATE—They are winners!

BUT, AS A TEAM—They surely "pull the load!"



Compounded and Sold by

The Champion Chemical Co., Springfield, Ohio U.S.A.

Dr. G. W. FERGUSON, Canadian Manager
74 Leuty Ave., Kew Beach, Toronto.

Canadian Manufacturing Plant, WINDSOR

ALL DEALERS WHO WISH TO KNOW ALL THEY CAN ABOUT PERIOD FURNITURE, ORIENTAL RUGS AND AMERICAN ARTS AND CRAFTS SHOULD SECURE THESE SPLENDID VOLUMES.



The Practical Book of PERIOD FURNITURE

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

With 250 illustrations. A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo, handsome decorated cloth, in a box, $6.10. Postage paid.

The Practical Book of ORIENTAL RUGS

By G. GRIFFIN LEWIS.

New Edition, Revised and Enlarged. With 20 illustrations in full color. 93 illustrations in doubletone. 70 designs in line. Folding chart of rug characteristics and a map of the Orient. Octavo, handsomely bound, in a box, $6.10. Postage paid.

The Practical Book of EARLY AMERICAN ARTS AND CRAFTS

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

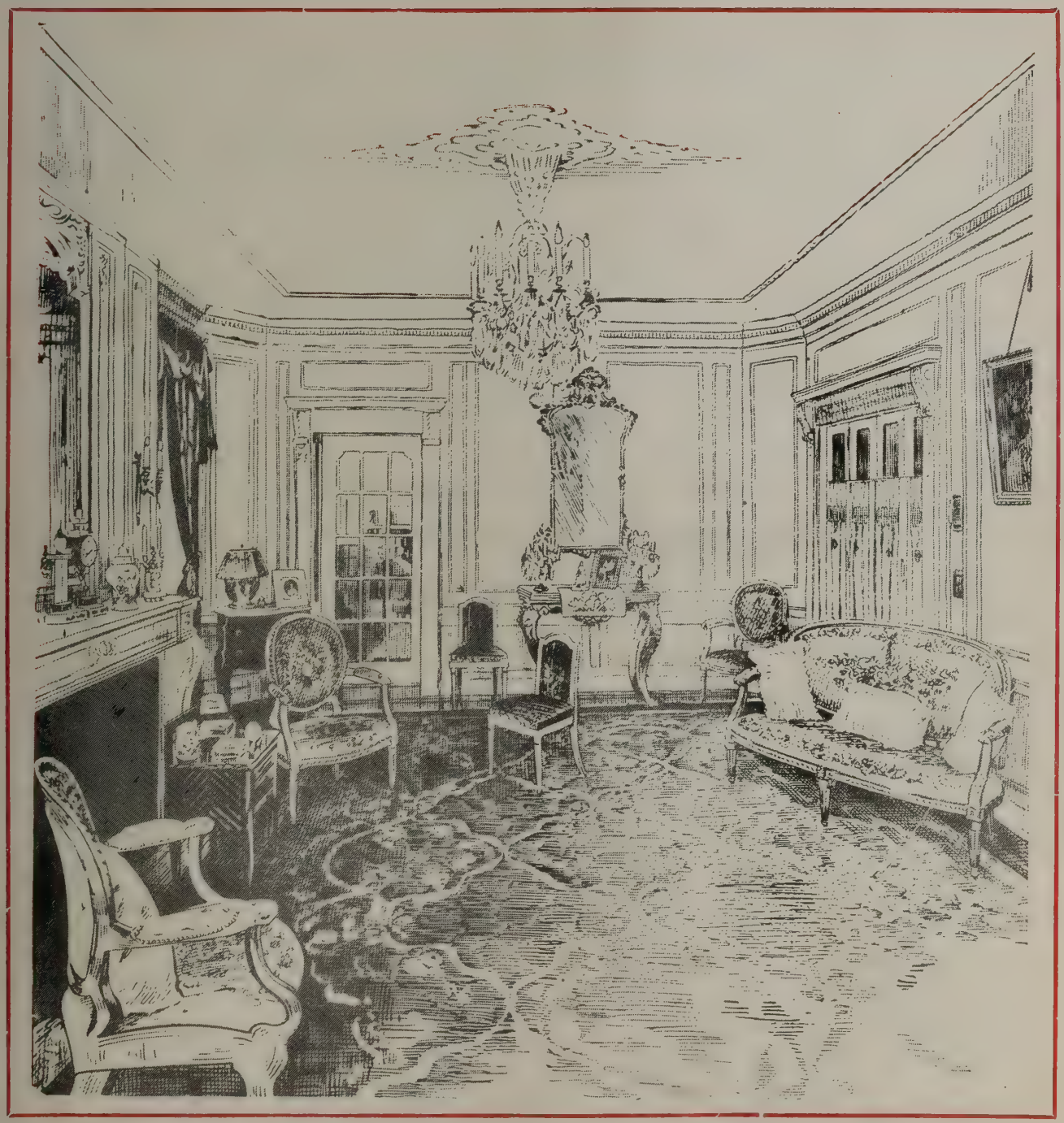
American glass, Mexican majolica and glass, American ironwork, copper, brass, lead and tin, needlework, silverplate and goldsmithing, pewter, pottery, decorative painting on household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. 232 illustrations. Octavo, handsome cloth, in a box. $6 10. Postage paid.

CANADIAN FURNITURE WORLD and THE UNDERTAKER

32 Colborne St., TORONTO, Ont.

CANADIAN
FURNITURE WORLD
and The UNDERTAKER

JUNE, 1919



Published by THE COMMERCIAL PRESS, LIMITED, 32 COLBORNE STREET, TORONTO

BLUE DEVIL VELOCIPEDES

We demonstrate here a velocipede with spring end frame braced in centre, making it rigid yet very easy riding. Adjustable bright-finish handle bar. Leather saddle with springs. Frame enamelled blue. Wheels tinned.



To know the goodness of this velocipede we would suggest an early sample order, so that you may have on show an article that will bring big business. The demand for a velocipede of this quality is great, and this one will satisfy the wish.

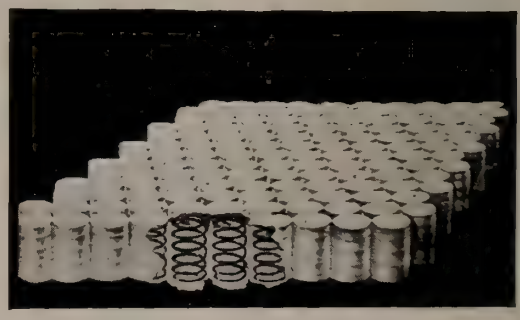
THE GENDRON MFG. CO., LIMITED, TORONTO, CAN.

TRADE MARSHALL SPRING MARK PATENTED

The Marshall Trade Mark Is The Mark of Quality

Chesterfields and Chairs upholstered with MARSHALL Spring Construction have proven their worth for Appearance, Comfort and Durability the world over. MARSHALL Cushions have become so well known by the buying public that they are demanding this luxurious cushion on all their better grade of furniture. Play fair with your customers and demand that ALL cushions are labelled.

The MARSHALL Label is your guarantee.



Marshall Ventilated Mattress Company, Limited

TORONTO CHICAGO LONDON, ENGLAND

STRATFORD FURNITURE

An Attractive Diningroom Suite

in

Quartered Oak only, Fumed, Golden or Old English Finish



1686-1 Diner

If you are not now handling our diningroom furniture it will be to your advantage to get in touch with us at once.



373 Extension Table



1686-5 Diner

Our new 100 page catalogue has just been mailed. If you have not received a copy, send for one to-day



677B. Buffet



419 China Cabinet

THE STRATFORD CHAIR CO., LTD., Stratford, Ont.

STRATFORD FURNITURE

Louis Sixteenth Motif



No. 330 Dresser
Top 21x44 H. 69 inch
P.B. Mirror 28x34

McLagan Quality

In producing furniture that is distinctive and which commands attention, wherever it may be, there must be that touch that comes only from years of hard and consistent effort; that mellowing, so to speak, that puts you head and shoulders above all others in your line, and which gives you all the pride and pleasure worth while. We have the production, the distinctiveness; and we are mellowed through years of good clean effort. From all these have sprung McLagan Quality and McLagan Service. Let quality serve, it will help your trade and yourself.



No. 338 Dr. Table
Top 21x36 H.54 in.
P.B. Mirrors 14x22
and 8x20



No. 336 Somnoe
Top 15x15 H. 29 inch

The George McLagan Furniture Co., Limited

STRATFORD FURNITURE

ack Walnut and Mahogany

Exquisite Designs Truly Characteristic

And now we come to design. Period furniture, as made by McLagan, is true in every detail to the period it represents. This is one of the main reasons why it is so popular among buyers of good furniture and dealers who represent the best trade in your locality. You can share in this steady demand by making this a leader, and you will get the benefit that comes with a good class of trade. Drop us a line that we may get in touch with you, and show you how this can be done.



No. 333A Chifforette
Top 20x34 H. 42 inch



No. 333 Chifforette
Top 20x34 H. 72 in.
P. B. Mirror 18x24



No. 337 Bed
54 in. Slat

The George McLagan Furniture Co., Limited

STRATFORD FURNITURE

Rattan Furniture That Sells



Imperial Rattan designs are original.

Tapestry can be provided to harmonize with any furnishing or color scheme.

Write us to-day for illustrations of our newest designs



IMPERIAL RATTAN CO., Limited, STRATFORD, ONT.



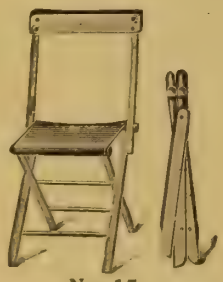
No. 47

Swings and Folding Chairs

for Cottages, Verandahs and Lawns

Neat profits will be realized during the summer months by dealers who are featuring the Stratford line of furniture for camps or lawns. It is built for comfort, is light in weight, and of durable construction. Get in touch with us to day if your line is not complete.

Lawn Swings	Folding Chairs	Baby Swings
Camp Stools and Cots	Folding Tables	Children's Furniture
Suspended Verandah Swings	Adjustable Lawn Chairs	Folding Extension Gates



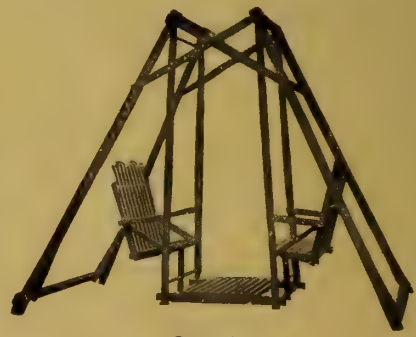
No. 15



No. 22



No. 0

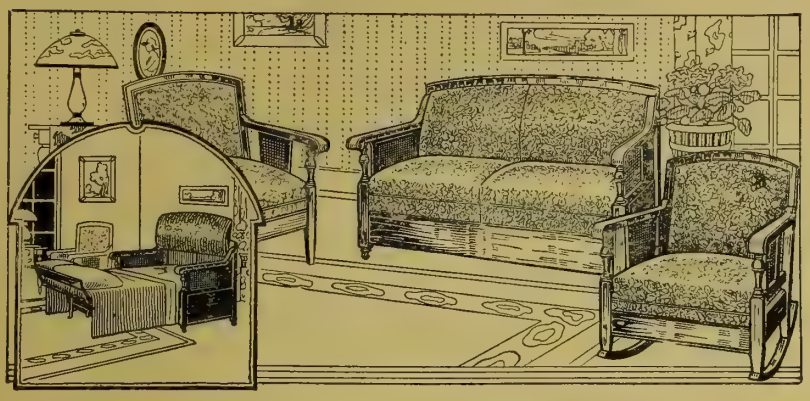


Ontario

THE STRATFORD MANUFACTURING CO., Limited, STRATFORD, Ont.

STRATFORD FURNITURE

Kroehler Kodav Suites



Will be a large factor in solving the housing problem in your community. They will mean big business for you during the summer and fall months. The suite illustrated—No. 480—is particularly pleasing to the eye. See the period of William and Mary, mahogany and walnut, cane panels, and neatly upholstered with a high grade of tapestry. This suite will command the attention of the discriminating buyer.

Send in your order to-day

THE Kindel BED CO., LIMITED : STRATFORD, ONT.

ADVERTISING THAT PAYS

WANT ADS BRING RESULTS

2 cents per word per insertion

THE CANADIAN FURNITURE WORLD

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

OUR CIRCULATION COVERS THE FIELD

2 cents per word per insertion

The Commercial Press, Limited, 32 Colborne Street, Toronto



Caution

In Buying Kapok Mattresses

REMEMBER--

IF the quality is first class, an Imperial Edge Mattress with full 5½ inch border properly filled will only weigh 30 lbs. gross. Heavier weight mattresses are made of cheaper and inferior grade Kapok or adulterated, which will not give satisfaction. We guarantee 100% pure prime Japara quality, which is The Best. The quality of Kapok varies as much as hair or feathers. You would not pay more for a hog hair mattress than a horse hair because it is heavier, nor more for a chicken feather pillow than goose, for the same reason—the cheaper quality requires more weight.

The Canadian Feather & Mattress Co.
LIMITED

TORONTO OTTAWA

Quaintly-Designed Windsor Rocker



A SUITABLE GIFT FOR THE JUNE BRIDE

This comfortable Rocker, No. 259 R, will give exceptionally good service. It can be supplied in *Mahogany, Walnut, Fumed or Golden Finish.* We also manufacture a number of other suitable designs.

Get them on your floor now.

The North American Bent Chair Co.
LIMITED

Owen Sound :-: Ontario

CFM CFM



Our Semi-Annual Midsummer Furniture Exhibition, will be held as usual during the whole month of July, at our Toronto Show Rooms, 136-140 King St. East, to which we extend a hearty invitation to the trade.

CANADA FURNITURE MANUFACTURERS LIMITED

CFM CFM

"MISSION" PATTERN

Diningroom Suite



No. 297—DINING SUITE

Plain Oak, Fumed or Golden Gloss Finish

In making selections of bedroom furniture for your better trade you discriminate in favor of the things you think will completely satisfy them. It follows, naturally, that you are anxious to supply the best possible furniture in order that the worth of the entire purchase may be enhanced.

In this connection KNECHTEL FURNITURE is the one logical choice.

Diningroom Suite No. 297, illustrated, made in plain oak, fumed finish, is a good seller. Full particulars on page 111, catalog 49.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

417 Live Dealers from Halifax to Vancouver

are successfully marketing



Medium, Loud and Extra Loud Tones

60 boxes packed in a counter salesman carton which retail for $9.00. Dealer's price $5.85, F.O.B. Montreal, 30 days, 2% discount for cash with order. Just order a counter salesman carton of each tone to-day, place them on display and watch them sell themselves. A mighty profitable addition to your line.

H. A. BEMISTER

"The Mail Order Man"

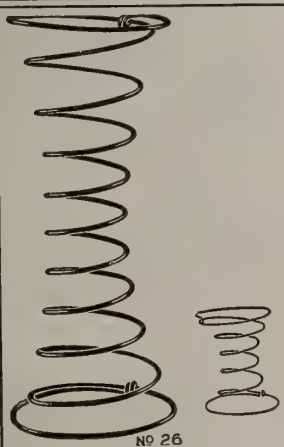
Mappin and Webb Bldg., Montreal, Que.

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

James Steele, Limited
Guelph, Canada

Quality Livingroom Furniture



No. 602

Richly upholstered with high-grade tapestries, No. 602 Livingroom Suite will command a ready sale. Workmanship and materials of a high order are utilized in the manufacture of MORLOCK furniture.

Write us to-day for prices and full particulars of our livingroom furniture.

MORLOCK BROS., Limited - Hanover, Ont.

Makers of Livingroom Furniture, Chesterfields, Parlor Suites, and Steel-Constructed Couches.



A New Design *from* Victoriaville

A better and bigger line of sensible pieces of furniture in modern designs and finishes, practical for use in every home is our offering to the furniture trade. These prices are made in

SOLID PLAIN OAK

and will attract unusual attention. They appeal to the eye as well as the pocket.

Write for our new catalogue and price list. It is sure to interest you.

The Victoriaville Furniture Co., Limited

VICTORIAVILLE - QUEBEC

RATTAN CHAIRS



No. 901 Arm Rocker

Seat 21x20, height of back from seat 23 inches, net weight, 14 lbs.

Rattan chairs are the most popular class of furniture for the hot summer months, especially for veranda and porch, as well as inside the house. Our designs are exceptionally attractive and the price is most reasonable. Write for illustrations and price list to-day.

CANADIAN RATTAN CHAIR COMPANY, LTD.

VICTORIAVILLE - QUEBEC

OUR ADVICE FOR 1919 TRADE IS ORDER EARLY

from the one plant whose facilities and capacity enable us to hold the reputation of ALWAYS DELIVERING THE GOODS.

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA

Cedar Chests

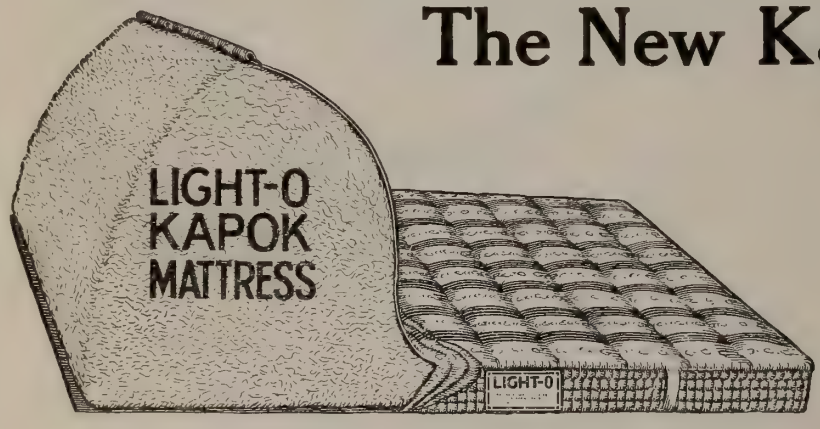
There is more to a SHAFER CEDAR CHEST than dignity of design and beauty of finish. Built into each one is the satisfaction of producing a fine piece of furniture—the pride of creation. Skilled workmen and best quality material make possible the execution of our effort to build only chests of character.

Prices on request.

D. L. SHAFER & COMPANY—ST. THOMAS, ONT.

The New Kapok Mattress

"LIGHT-O"



"LIGHT-O" KAPOK MATTRESS

33 lbs. Prime Joppa Kapok Treated by Our Special Process

Highest Grade Art Sateen or A. C. A. Tick

Imperial Edge

Very Closely Tufted with 70 Tufts each side

These are a few of the many selling features of the "Light-O"—the mattress that has set a standard for Kapok mattresses. Agencies will be established throughout Canada. Large window display cards and other literature will be ready for distribution end of this month—your territory is probably open.

Price $17.50, F.O.B. Waterloo, Ontario. Get in touch with us to-day.

Quality Mattress Company

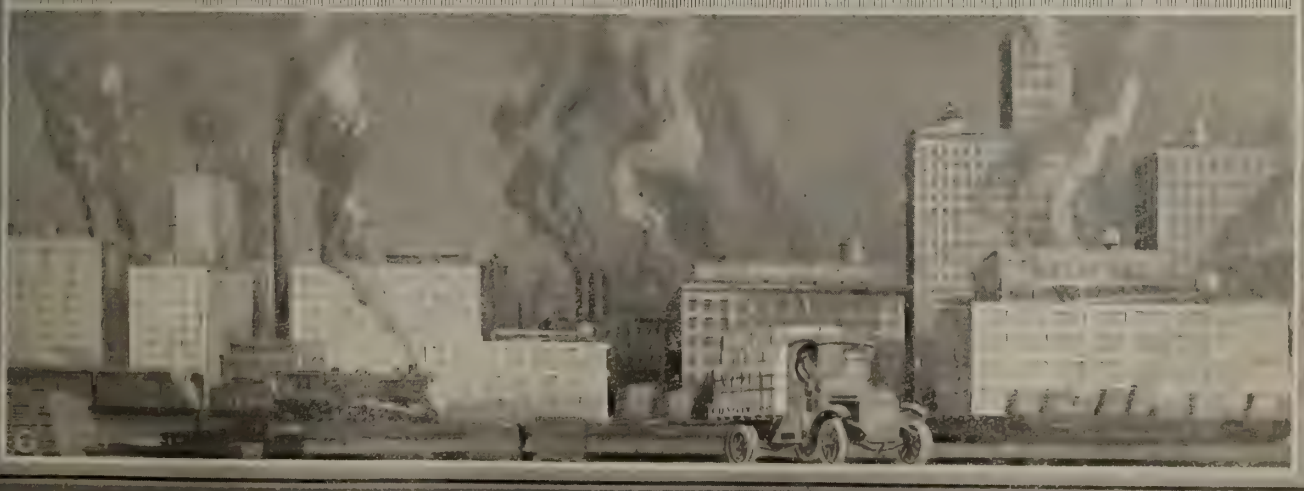
WATERLOO - ONTARIO

Grand Rapids
June 23—July 19

The greatest season in Grand Rapids history is fast approaching. Under no circumstances can you afford to miss it. Come early. Meet the buyers from every part of the continent and the leading furniture manufacturers of America.

Field Day of Sports, July 12

GRAND RAPIDS MARKET ASSOCIATION



Business Building Books

Are You Keeping Up With Rising Costs?

This question is answered completely in *"Keeping Up With Rising Costs,"* written after investigation into the methods of 1560 stores. It tells what it should cost the retailer to do business, etc—further it shows just how successful merchants are keeping expenses down. 192 pages 5⅝" x 8¾," bound in crimson vellum cloth. Illustrated, *postpaid $1.85.*

RETAIL ADVERTISING

"Retail Advertising Complete," covers with a comprehensive grasp such subjects as newspaper advertising, how to get up the ads., many representative samples being presented. A chapter is given to window advertising, and the subject of novelties is thoroughly discussed; that important part of advertising which is done inside the store is in no manner overlooked, while equal attention is given to outside advertising, such as bill posting and other means of reaching outlying districts; advertising direct by mail and mail order opportunities and advantages are gone into carefully; special sales as business getters, and some features that make them successful, are presented in a convincing manner. In short, this book is the common sense psychology of advertising. 266 pages, 5 x 7 inches, Cloth. Price $1.00 postpaid.

STORE MANAGEMENT

In "Store Management Complete," which is well illustrated, the author gives a clear and concise picture of the kind of man, physically and mentally that the successful merchant should be; the writer's experience has taught him that one kind of personality is most desirable, and he tells you about this. In a chapter on "Where to Start" the advantages of various locations are discussed; how to make the most of a poor one, and the desirable side of the street. "Store Arrangement" dips to the bottom in such subjects as making entrance easy, best arrangement of windows; how to plan the lighting, heat, and ventilation; utilizing waste space, and systems of storing extra stock. Chapters deal with the buying end; the store policy; leaks; the store's neighbors; working hours; expenses; clerk management; the credit business; what to sell; premium giving. The man and the business; their relation and success; that's the book. 252 pages, 5 x 7 inches, Cloth. Price $1.00 postpaid.

WINDOW TRIMMING

"One Hundred Easy Window Trims" includes backgrounds and displays for all classes of goods each illustrated and clearly described so that any clerk can handle it. This is just the kind of a book that the merchant with limited capital, unable to employ experienced window trimmers, has been looking for. With this book he can change his windows once a week and have enough ideas to last him two years. Price $1.00 postpaid.

WE ALSO SELL THE FOLLOWING BOOKS

"PERSONALITY IN BUSINESS"	"HOW TO MAKE SHOWCARDS"	"SHOW WINDOW BACKGROUNDS"
$1.85 postpaid	$1.00 postpaid	$1.50 postpaid
200 pages 5⅝ x 8⅜ inches		250 pages 7 x 10 inches

THE COMMERCIAL PRESS, LIMITED

32 Colborne Street, Toronto, Canada



The most unique---most interesting of all Furniture Exhibition Buildings---

"1319" (Manufacturers' Exhibition Building) houses approximately 150 furniture exhibitors—number of samples run into the thousands.

Lines are most varied, and represent the finest to the least expensive furniture made.

Visited by more buyers than any other one building; visited by practically every buyer attending the Chicago Market.

Four thousand furniture buyers are expected to visit "1319" during the July Convention. It is the HUB of the Furniture Market.

36th Season—July 1st to August 1st. "1319" welcomes you!

"1319"-Chicago

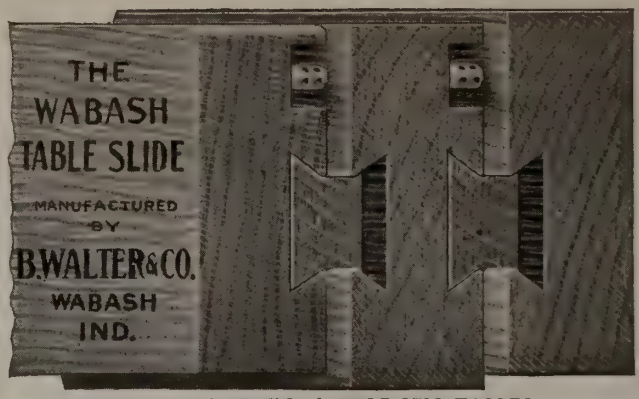
The Big Building

Manufacturers' Exhibition Building Company: 1319 Michigan Ave., Chicago

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith



Our Special Offer to buyers in gross lots will interest you. Write for particulars.

Furniture for the "Month of Brides"

Every cosy little home that's being furnished and fitted out just now should have at least one of these useful and convenient "Elite" Folding Tables.

When you're helping the bride with her furnishing problems the suggestion of an

ELITE FOLDING TABLE

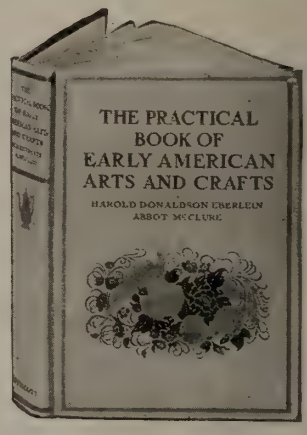
will be gratefully received.

The "Elite" sells so fast that you'll be surprised to see how quickly your stock runs out.

A window display of this handy, ever-useful, folding table will pull big results just at this particular time.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **DEPT. W LONDON**

A KNOWLEDGE of the Products of Early American Arts and Crafts is absolutely essential to the up-to-date Furniture salesman and dealer. Heretofore it has been necessary to secure the information either through experience in handling the objects or in numerous books. All that it is necessary to know about the subject can now be found in



THE PRACTICAL BOOK OF

EARLY AMERICAN ARTS and CRAFTS

By Harold Donaldson Eberlein and Abbot McClure.

232 illustrations; handsome cloth; octavo; in a box. $6.10 postpaid

There are chapters on American glass, Mexican majolica, American ironwork, copper, brass, lead and tin, needlework, silverplate, goldsmithing, pewter, pottery, decorative painting in household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. Our forefathers were artists in many spheres. They made a vast variety of beautiful and interesting objects.

The antique makes so powerful an appeal now-a-days to all people of taste that a knowledge of the arts and crafts of our ancestors is essential to the dealer unless he is to fall behind his customers in appreciation and knowledge. Many of these objects, or reproductions of them, have become of established demand and others might well be added by the wide-awake dealer or decorator.

The long article on American Silver is the latest word on this subject and may be found of great profit.

Canadian Furniture World and The Undertaker

32 Colborne St., TORONTO, ONT.

DUPONT CANADIAN INDUSTRIES



Figure it out

Does it sound reasonable to you that a hide can be split three times, and yet that each split should retain the original tensile strength of the whole hide? The under splits are bound to be soft and pulpy, even when reinforced and coated.

FABRIKOID as an upholstery material is different. It has a maximum of tensile strength not found in any leather split, and further it is waterproof, stainproof, greaseproof, and sanitary, features that even the best grade of leather cannot boast of. Made in exact duplicates of the most popular grains and colors.

Write for Samples

DUPONT FABRIKOID COMPANY

Sales Office:

63 Bay Street - TORONTO

DUPONT



Featuring Summer Furniture Lines

DURING the summer months the lighter and brighter furniture items and lines should be featured. They are seasonable and while in season should be in demand. Suggestion goes a long way with customers, and dealers should have sufficient business acumen to suggest seasonable furniture to meet the season's needs.

Display will be found an important factor in increasing sales; and this can be done both via the window, and linked up with interior display. The presentation of summer furniture lines in a way that will appeal to the eye, and to the artistic taste of the prospective customer is bound to bring an increased demand.

A couple of suggestions of this nature are presented herewith. A little careful study of window arrangement will make a window display of furniture a picture of beauty, and help also in materially brightening up the store, and making it attractive to customers, besides inducing sales.

Summer furniture lines can be shown very advantageously; indeed, many of what were regarded once as summer furniture lines only are now being used throughout the year in the home. See what you can do, Mr. Furniture Dealer, to spread abroad the gospel—"More furniture to be sold this summer than in any previous season." Work for a big trade, and a big trade will come to you.



D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States,

VOL. 9. TORONTO, JUNE, 1919. No. 6.

GETTING AFTER JUNE BRIDE BUSINESS

The newly-weds are the best prospects—Some schemes to get your store in mind—About gifts for the bride

IN nearly every instance when a young couple are about to marry they are going to buy furniture. Nine times out of ten they are open to suggestions as to where to buy, and for that reason it is usually easier to get them for your customers than it would be to make customers of people who have been in the habit of buying their furniture elsewhere.

Habit is a great thing and once you get people coming to your store they will usually continue to do so.

A certain furniture dealer in one of the older sections of the country makes it a practice to present to every young married couple a name plate for the door of the new home. These name plates, while the cost is not great, are good advertising. They are a great help in suggesting that the young couple buy their household furniture at this store. In large cities this scheme may not work so well, but there are some places where it does, and, no doubt, many others where it would be equally effective. It is not necessary to furnish the door plate to the newlyweds without first being sure that your gift will be appreciated. A good method is first to write the young couple telling of your intended gift, and asking that they write the name on a card and mail it to you, make sure that the name will be spelled correctly, and that the initials will be in their proper order. This will bring your store to the attention of the young couple, and if they fill in the card with their name you may depend upon it that you are going to get some of their business.



It is also a good idea to keep a list of the June brides, and as well of the young married people in your community, and write a nice letter to them, suggesting that they make a list of all the furniture necessary to make their home more comfortable.

Usually when a young couple buys household goods, there are always a number of pieces that are forgotten and will have to be bought later. Sometimes, again, the young couple are not able at the start to buy all the furniture they would like. For this reason newlyweds are always good prospects.

One dealer in a rural city has made it a practice for several years to supply all newlyweds, as well as regular customers, with seed for a flower garden. He makes his arrangements with a seed house, from whom he gets a good selection of garden flower seeds in packages, with his advertisement on every package. He mails out credit memoranda entitling each holder to two packages of flower seed, free of charge. The two packages, cost him about 5 cents. This method has paid the dealer, because when a person comes to the store to get the seed, a sale is usually made. At least, the percentage of buyers is big enough to make the free distribution of seed bring a good profit.

Here again the dealer gets considerable advertising. The flowers are in the garden all summer, and it is hard to tell to how many friends the proud gardeners have told how and where they got their seed. No matter how you look

FOR THE JUNE BRIDE.

A kitchen shower should prove to be a suitable proposition for the June bride, and furniture dealers could help on the proposition. There are many kitchen needs handled in the furniture store that would prove acceptable gifts—kitchen cabinets, bake and ironing boards, clothes bars, step-ladders and stools, curtain stretchers, and other woodenware lines.

at it, it's good publicity and will help to make a store more popular.

These are only a few of hundreds of methods that can be used to advertise your furniture and your store. And it is low-priced, result-getting advertising. Just think of what $10 worth of flower seed would do. Or the amount of advertising you would get if you could furnish every infant in your town with a savings account. A hundred savings accounts would, on the face of things, appear to cost $50, but would they? Every time an account is opened, you pocket a profit in advance.

The day is past when a furniture dealer can remain at his store until business comes to him. The dealer who makes most money in your town is the one who is wide-awake, who does a little hustling, who is willing to meet a customer half way. And what method is better for getting business than a good reason as to why people should do their buying at your store.

Then there is the matter of gifts to the June bride and the newlyweds, and this is very important just now. There are many ways and means that might be well employed to bring the matter of wedding presents to the attention of the relatives and friends of the bride and the young couple. More furniture items could certainly be sold if dealers would but get after this business.

The furnishing of the home is generally a matter for the young couple themselves, but there are innumerable pieces of furniture, large and small, that might well figure as gifts if the suggestion was but made.

The window and newspaper are the two old stand-bys, and no fault can be found with the way dealers in the larger Canadian centres handle this part of the suggesting, but there are dealers and dealers in many small centres throughout the Dominion who might well improve in this regard, and get added business that now goes to the larger towns, and in other than furniture lines, because the prospective customers did not get a suggestion.

SHOW WINDOW BACKGROUNDS

The American Architect has printed the following as to the amount of light given by different colored show window backgrounds:

Dark blue reflects 6½ per cent. of the light falling upon it.
Dark green, about 10 per cent.
Pale red, a little more than 6 per cent.
Dark yellow, 20 per cent.
Pale blue, 30 per cent.
Pale yellow, 40 per cent.
Pale green, 46½ per cent.
Pale orange, nearly 55 per cent.
And pale white, 70 per cent.

A window finished in light oak can be lighted with much less wastage than a window finished in dark mahogany; likewise, a window in which white goods are displayed can be lighted much more economically than a window for a display of dark furniture, or stoves, and goods of a like nature.

NOVEL WINDOW DISPLAY.

The "Pacific Furniture Trade" recently described a window display of baby goods made by an Oregon house-furnishing house. In the window during the afternoon, were four babies, ranging in age from ten to fifteen months old. The little tots were cared for by older girl nurses. It was an unique demonstration, and attracted a great deal of attention. The firm reports good sales of baby goods that day as a direct result of their window display and demonstration.



A department in the store where gift suggestions could be set out would greatly help in getting some June bride business.

A JUNE BRIDE WINDOW



SPRING with its song birds, balmy air, romantic moonlight and what-not supposed to quicken the pulse and stimulate the heart throb, sows the seed of that undefinable something called love, courtship follows along about the time of spring housecleaning and by the month of June romance reaches the effervescent stage and culminates by an official declaration at the little church around the corner.

A "June Bride" window will not only serve to catch the eye of the newly married couple, but will get the attention of the general public and prove a good advertisement for the store.

Here is a suggestion for an appropriate window.

A framework of light lumber is built to fit the back of the window covered with unbleached muslin and papered with white paper. A card writer or sign painter will take the job up at this point and sketch in the light gray siding, the green shutters, the white trimming around the window and the white window sash. The red brick of the foundations extends across the window below the siding.

Real vines are now draped up the corners and across the top in not too conventional a manner. If the artist is sufficiently ambitious, the frame may be so built that the window is shown open with actual lace curtains hung back of it and a life-sized lithographed cut-out of a girl placed in the window.

Furniture Dealers Should Remember That—

Practically all of the present American millionaires at one time worked for a living, as you and I are doing.

There is a value to a smile that cannot be estimated in dollars and cents. It makes it easier for a customer to buy when a smile adorns the salesman's face.

Success never drops upon one's shoulders all at once from out of the sky; generally it comes a drop at the time, slow and persistent.

The study of Period designs, the time of their conception, the people and conditions during the era in which they were produced, the reasons for the particular motifs and the general character of each period is one of the most valuable and absorbing pastimes. And consider how much more valuable a salesman is who knows and understands thoroughly period styles in furniture. A good thing to put some time into!

As our lives are about as we make them, so, too, are the jobs we hold subject to our own wishes. They're good or bad, as we make them.

Will we great big grown men ever fully realize the importance of courtesy in selling!

Gradually conditions are being brought about to make business better for the furniture man. There is no question but that the money formerly going into liquor will find its way into other channels. More money will be spent in improving the home—to make it a better place to live in! Are you planning now on how to capitalize on this new situation?

The greatest genius in the world, Thomas Edison, works twice as long each day as the average man.

There are two kinds of salesmen—printed and inlaid. The printed salesman looks good on the surface, lasts for a while, make a good front—there's not much in back of him; not much in the long run—poor wearing quality. The inlaid salesman in addition to good surface appearance, goes clear through in anything he undertakes, stands up when the strain and wear is greatest. Which kind of a salesman are you?

There's only one time to put into effect your resolves and that is to-day—now!

Procrastination is the enemy of opportunity.

The returned soldier is never returned until he is returned to his job.—Detroit Free Press.

SUGGESTIONS FOR CHANGING OF DISPLAY

Desirable that a quick changing of displays be made so that windows may be changed more frequently, and also that they do not remain idle too long while the trimmer is at his work—Some practical suggestions for the trade

THERE is a two-fold reason for working for the quick changing of window displays. In the first place, while a window is being changed, its sales producing value is practically nil. Secondly, when the man responsible for window display is crowded with work, it is desirable that he be able to change displays as quickly as possible so that windows may be changed more frequently. Some suggestions along this line will therefore, likely, prove of interest to both merchants and window trimmers.

Have Everything for Display in Readiness

The best way to save time in the show window is to have everything in readiness before the display is started. That is what every practical display man does. Before one display is removed, the new one is all ready to be put in. The display man is supposed to know exactly what merchandise he will use in a display and the fixtures that will be required. These can all be grouped together close to the door of the window and there will be no delay, once the display is started.

In many stores, no time whatever is lost while displays are being changed, for the reason that the shades are never lowered. The display men work in full view of the public and there is always some merchandise to be seen in the windows. After all, there is no very good reason why the shade should be drawn while an ordinary display is being placed.

Value of a Helper

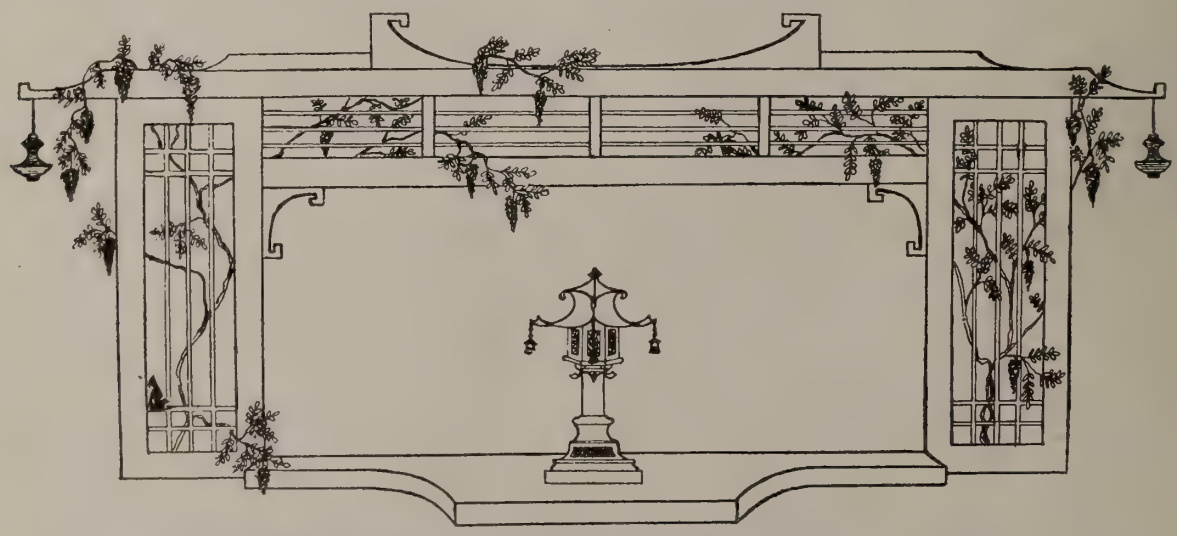
In some stores, much time is lost in changing windows for the reason that the display man has no helper and has to take care of a lot of little odds and ends of work that a boy could handle just as well. Where such a condition exists, the merchant is making a serious mistake, as he is not developing the full efficiency of his display man. Another occasional reason for delay is that the display man hasn't the right kind of fixtures, or hasn't enough fixtures to show the merchandise without all sorts of scheming.

The background is generally most important in arranging window display. The use of wall board for backgrounds is a very good idea and the covering of them with decorative wall papers allows of an easy change of backgrounds. Wall paper manufacturers have been prolific of late in bringing out scenic and decorative designs especially good for background uses.

In some of the large retail stores solid backgrounds of a substantial nature are arranged. This, of course, in every case would not be feasible, but it illustrates the vast importance of a suitable background as considered by experts in the line of window decoration. Wherever possible the background should exclude a view of the interior of the store, so as not to detract the attention of the passerby from anything that is on display; in other words, it is desirable to concentrate the attention of customers on the display.

Observation shows that the average dealer does not appreciate the value of window display the way he should. One good producer of direct sales is an attractive and well-arranged window. The importance of displaying merchandise is recognized by every progressive mercantile establishment in any city. You will find that many have secured prominent street corners at much higher rents with this in view. The interior arrangements of show cases and display counters are planned with a view of attracting the eye of the customer who comes into the store to buy.

Don't forget that if your health is better than that of your prospect, that you have just that much more power over him.



Attractive summer background, suggested by The Merchants' Record and Show Window.



BOOST TRADE *by* ATTENTION *to* WINDOW

Dealer will find it profitable to give attention and study to window displays at this time of year—give it a punch.

IN order that sales may be maintained during the months of warm weather, when trade with many stores is inclined to slackness, every branch of selling effort should be kept at its best. Even window display should be given its full share of attention at this time. There are many lines that can be featured to advantage at this time, and the most should be made of window space for this purpose.

Use of Decorations

Decorations, as a rule, are used to add beauty to any certain piece of work and to appeal to the artistic sentiment of the onlooker, and in order to succeed in doing this, it is necessary that the decorative emblems, divides and colors are suitable in their use, writes C. J. Nowak in the Merchants Record. Emblems and designs can be used in two ways; first as a decorative accessory in connection with some certain style of period; second, in strict accordance when any one symbol or emblem which forms a part of that particular decoration. Great latitude, as a rule, is often allowed, but along well defined limits which may be historical or otherwise, but not to such a degree that the connection may be entirely lost, so that such details would detract from the artistic value of the whole. Great care must be exercised in the judicious selection of emblems, designs or motifs, so that the decorative scheme one intends to carry out is appropriate in its use. Attention to details is really the making of any certain or important decoration.

The Question of Price Cards

Another important point in the dressing of windows is the question of price cards. Take, for example, a fine window, with plenty of space, in which the dealer or his assistants have placed an exceptionally good display. It goes without saying that this window will attract attention, especially if the subjects are skillfully chosen with this object in view. Out of the hurrying throngs hundreds will stop and gaze during the course of the day, taking in the whole window, or, perhaps, concentrating on some one article which catches the fancy of this or that person. If the display is properly diversified there will be something there for everybody, and an amazing number of people will be found taking a look.

But the crucial test is, "How many will not stop and look, but come and buy?" Of course, the interest created may grow with time, and a window of a month or a year ago result accordingly in a sale; but, generally speaking, the results of a window display are supposed to be immediate, and it is, therefore, entirely fair, in the long run, to subject any display to this test. If it does not succeed in selling goods, it is to that extent a failure, despite its merit in advertising the dealer's business in general; and if it does sell goods, it is certainly successful. Now, a window that is well dressed may attract attention, but to couple it up with sales, about the easiest and simplest method to do this is by placing a price-mark, in plain, easily read figures, on every single object displayed.

Put a "Punch" in the Trim

Trimming a window is one thing, but trimming a window that will sell goods is something quite different. The average window trim needs a little more "punch." Some are so crowded they look like junk-shops; others are so dignified that they are repelling.

The overcrowded window is particularly abominable. Window trimming is a great deal like printing. Good display means everything. The overcrowded window is analogous to the page set in all black face type of many different styles or sizes. Such a page is neither attractive nor easy to read. But take that page and set the body matter in neat, readable, light face type, with headlines of the right size in black face type, and you have display that commands instant attention and invites a careful reading. Same way with your windows. Plan for high-lights or open spaces between the goods. Let each article or group of articles stand out boldly by itself. Use price tickets liberally. Never mind thinking about your competitor. He will find out your prices anyway if he wants to. But have the cards neatly printed or lettered. Use descriptive cards on goods that are not well-known. Just a word or two will often enlighten the curious looker and possibly convince him that he needs the article.

Don't loaf on rainy days; they are good days to find the prospects in. They haven't so many callers. You don't have to wait and are permitted to stay longer.

Don't forget that there are more possible orders in a large number of fair prospects than in a few excellent prospects—so work and make a larger number of calls.

On Getting Out After Business

"The bee that gets the honey doesn't stick around the hive."

By FRANK SMITH

IF trade you want doesn't come in your direction, why don't you go out after it? If you sit on the bank of the river of Business, there may probably be a good deal of drift wood float into the spot where you are located, but the best method is to not only pull in all that drifts your way, but when you see some particularly desirable portions passing by, to go right out and endeavor to turn them in your direction.

No matter where you are located there is no doubt a good deal of desirable business that could easily be turned in your direction if you would only make a real, genuine effort to switch it on to your track. The average retailer stands too much behind the counter and is too much concerned in looking after small details, instead of getting out among prospects and making an effort to pull new and desirable business to his store. The way to get business is to go out and invite it to come to the store.

I do not speak so much of regular soliciting of individual orders on certain days of the week from regular customers, for it should be the aim of every aggressive store to sell every patron a maximum amount of goods each week. I refer more to the landing of new accounts, that will mean not only an initial order, but continued business for an indefinite period.



THE BEE THAT GETS THE HONEY DOESN'T HANG AROUND THE HIVE

One of the profitable avenues of endeavor in this connection is the soliciting of the patronage of new families who come to your town or community. They generally have no preferences in regard to a trading place and if you are on the job early with an invitation to deal at your store and endeavor to be of service to them, you run pretty good chances of getting their patronage. To land a customer of this kind means new business that may amount to a real, big thing in the course of a year.

A dealer who opened up a store in Regina a few years ago made a house-to-house canvas of a large section of the city in an endeavor to secure customers. The writer knows of other dealers who devote a certain portion of their time to going out to the homes in their district after new business. One dealer whenever he receives a telephone order from a new address personally visits the home and invites them to become regular customers.

Another retailer in a country town who owns a car, combines business and pleasure on certain days during the summer, by taking trips into the country and calling on the farmers. Sometimes he makes only a friendly call and never mentions business. Other times when conditions are ripe, he makes a direct canvas for customers.

There are no doubt a good many dealers who would find it a good policy to get out after business. Anything worth having is worth going after.

The camping season is not very far away at the present time. Some very desirable trade for the summer months may be secured if you are anyways favorably located to cater to this business, if you only make a real genuine effort to corral it. When the season opens up why not plan to call on all prospective customers and solicit this trade. This is very desirable business, as quite a nice margin of profit is generally possible. If there are any big summer hotels in your district make a bid for their business.

Quite often there is some big undertaking in the vicinity, where many men are employed and boarded. The furnishing of such a boarding house is something that is well worth going after. Quite often there are mining or construction camps, hospitals, institutions, etc., which buy a large quantity of furniture. Some one is going to get the business of supplying these things. Why not you?

Within the present month wedding bells will be chiming for many happy couples and scores of new homes will be opened up throughout the land. Here is new and desirable business that is well worth making a bid for. In the smaller centres the dealer generally knows of such events, while in the larger places the social columns will keep him acquainted with such prospects in his vicinity. Their business should be solicited at the earliest possible moment. Trade is inclined to go where it is invited.

Don't be downhearted if you don't get all the accounts you go after. You certainly cannot expect to do this, but if you make a strong enough canvas you will secure sufficient business to make your endeavors profitable. One good account secured may easily pay for the time and effort spent in soliciting a dozen prospects.

Don't allow any desirable business to drift by you. Go right out and bring it into the store.

PLAN TO ADVERTISE YOUR STORE

By Fred Johnson

It must be remembered that as the warm days appear lovers of outdoor sports will begin to get into line for their various games. The retail dealer may not have much to offer in the way of sporting goods, but with a little ingenious foresight he can make use of the sporting interest of his town for an advertising medium. The plan is to give a silver cup to be played for by the local or town baseball league. Announce in your advertisement for at least one week before displaying the cup that you purpose giving this trophy. Describe it minutely and announce that it will be displayed in your window for the first time on a certain day. Fix the hour at 12.30. Two days before the time for displaying the cup place a plush-covered pedestal in your window with a card on it bearing the following announcement:

"Promptly at 12.30 Tuesday Mr. So and So will place on this pedestal the handsome silver cup trophy we are giving to be played for by the city league baseball teams. Be one of the first to see this splendid sample of the silversmith's craft."

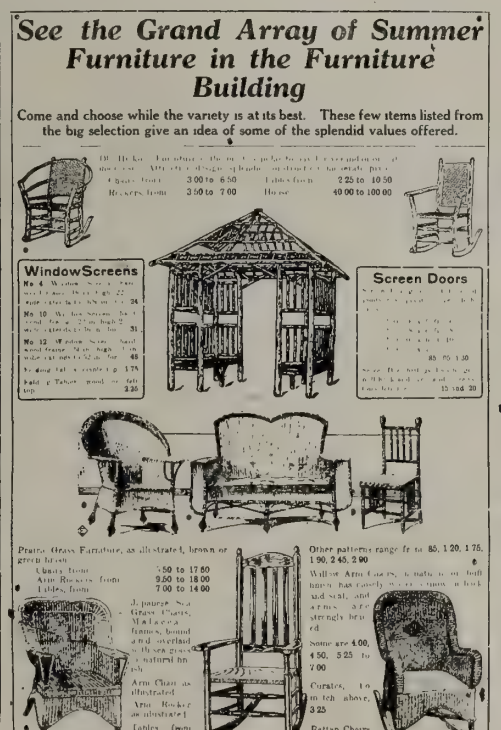
There is little doubt but this will bring a good-sized crowd to witness the performance. Secure some prominent man, who is a great baseball enthusiast, to place the trophy on the pedestal. He may be a banker or doctor or lawyer or other prominent citizen. Leave the cup in the window with an explanatory card on it for the balance of the week, then place it in your store. Each day there is a game played place it in your window again with a card announcing: "This cup is being played for to-day by the Tigers and Cubs of the city league."

This will create much talk about your store and every time baseball is mentioned it will mentally associate your store with it on account of the trophy. It will also class you as a good sport, all of which is good advertising.

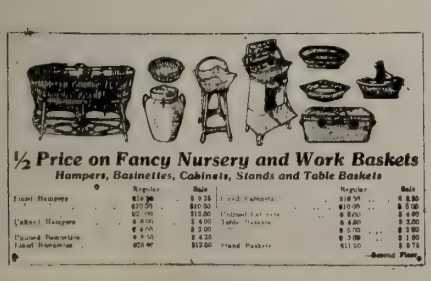
TO PUT BUSINESS ON ITS FEET

Extensive advertising campaigns throughout the country will put business on its feet and relieve the present stagnation, Roger W. Babson, director of the information service of the U. S. Department of Labor and a business authority, declares. Mr. Babson has sent statements to big business men of the country and











Whether it be June bride or regular summer business you are advertising, strike some popular chord. Be sure at all events the ad. is seasonable.

urged increased advertising as a means of ushering in an era of prosperity.

"My advice to the merchant," Mr. Babson says, "is this: For your own interest and for the good of the country, increase the advertising appropriation for 1919. Prosperity ultimately depends on the consumer. If there is not a market for goods they will not be produced. Business is now stagnant because nobody wants to buy, even though people have been deprived of many things during the war. Psychologically, we have not recovered from the shock of the war. The time to buy things we need is here, but the people will not respond to a single appeal.

"General campaign of paid advertising is necessary to get business going again. Dealers in all sorts of commodities should advertise them—in the newspapers, magazines and in other accepted mediums. Only in this way can the demand be created."

CO-OPERATIVE ADVERTISING A BIG HELP.

The co-operative idea in advertising has been one of the gratifying trends in modern publicity. The talking machine industry has been no exception. Such advertising is forceful and direct, because the manufacturer's announcements are supplemented by those of the jobber who make known to the dealers in his territory that he is handling the special lines which the manufacturer has introduced to the trade. To use a war phrase, it is a case of using heavy guns—155 howitzers, as compared with rifles. This advertising artillery breaks down all kinds of Hindenburg walls of ignorance, and brings to the attention of the trade the aims set forth they are manufacturers, jobbers or dealers.

Advertising properly conceived and placed is to-day the greatest constructive force in business. It is impossible to think of one succeeding without a proper appreciation of this most essential factor ot success. It will be noted that the concerns which believe in publicity are those that make their mark, and this is true whether they are manufacturers, jobbers or dealers.

ADVERTISING THOUGHT FOR DEALERS

No matter who the "I" is writing this article. Anyway—I have seen a lot of store advertising and I've written reams upon reams of it. And I've watched results and sometimes I have come to this conclusion and sometimes to another. But of this one fact I feel positively and undeniably certain: bargain or price advertising falls far short of being the last word in net results.

No two stores are exactly alike. No two stores give exactly the same kind of service. If your store is attractive, if your store service is advantageous—advertise those things. It is hard work to make advertising reflect your kind of store and your kind of service. It is hard. It isn't impossible. It can be done and it ought to be done. Think about it. Make your advertising man think about it. If you have the right kind of store sell it to the public in your advertising.—Table Talks.

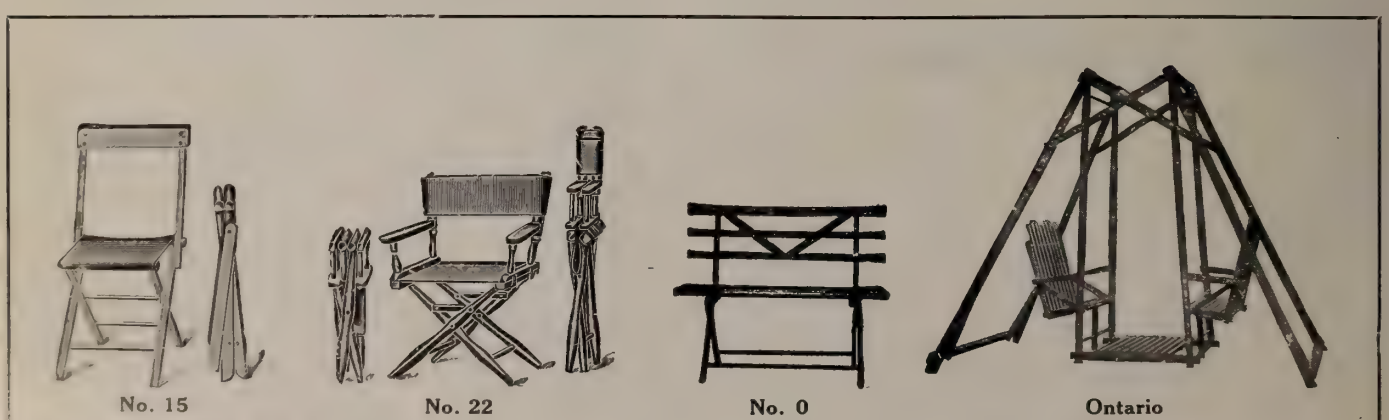
ADVERTISING COMPARATIVE PRICES

Has the use of "comparative prices" in retail advertising been abused to such a degree that an advertisement is weakened when the claim is made that the article is worth so-and-so, but is being sold for so-and-so (a lower price)? Some of the leading retail stores have concluded that such statements have so often been untrue that they are losing their power to produce trade and because of this feeling and the knowledge that the "comparative price" is a constant temptation to department managers and others to exaggerate, they have eliminated such statements entirely.

They believe—and their sales records bear out the assertion, says a bulletin from the Associated Advertising Clubs—that a well-written description of the goods, followed by the announcement that prices are uncommonly attractive, is a stronger appeal than the older style of store advertising. Prices are, of course, usually stated, though not on all occasions.

Advertising has a great many things to do. It has to create confidence; it has to show the goods to those who do not come to the store; it has to build up business and good-will. But its primary function and one which justifies its cost to the greatest degree is that of bringing people into contact with the business, it being assumed that anyone who comes into contact with that business once is going to be so pleased that instead of making a sale we are going to make a customer.—James W. Fisk, advertising manager for the John Wanamaker Stores.

One step won't take you very far, you've got to keep on walking. One word don't tell folks who you are, you've got to keep on talking. One inch won't make you very tall, you've got to keep on growing. One little ad. won't do it all, you've got to keep them going.



No. 15 No. 22 No. 0 Ontario

Camp and lawn furniture, from the line of the Stratford Manufacturing Company, Limited.

OPPORTUNITIES FOR CANADIAN DEALERS

Returned soldiers should provide outlet for furniture sales—New houses and re-furnished homes needed

A great opportunity exists for dealers to sell stoves to the returning soldiers, says a writer in an exchange, and this same good advice might, with force, apply also to furniture. Soldiers are arriving in Canada now at the rate of about 30,000 per month. Close to 250,000 men and about 50,000 women and children will be added to our population in this way by the end of this coming summer. Being a returned soldier myself, I have been much interested and have had exceptional opportunities for getting reliable information regarding this matter and feel convinced that here is a wonderful opportunity.

Of the 250,000 men still to come back, about 25,000 (who before enlistment were married), gave up their homes in Canada and had their wives go to England to be near them; also 25,000 more have been married in England. Many of the men and wives of these two classes will, on arrival in Canada, live for a while with their friends and relations, but soon will start to settle down, move into a house or flat of their own, and a range and furniture are needed. Right here, therefore, are 50,000 new homes to be started—50,000 cooking ranges and dear knows how much furniture needed.

This disposes of 50,000 men and leaves 200,000 still to deal with. Well, many of these were married before the war and left their wives and families behind. I don't know how many there were of this kind, but am rather inclined to think that one fifth of them, or 40,000 would be a conservative estimate. Most of these families lived on in their homes as before, and would not particularly require any new equipment, but a certain number of them gave up their homes and went to live with their mothers or someone else; others were married hurriedly and never had a home and continued to live with their parents. Shall we say that only one quarter of these 40,000 are without homes now? That is to say 10,000 more homes in this way are to be restarted and fitted out with furniture, ranges, etc.

This leaves about 160,000 unmarried soldiers returning which we have left to consider. Nearly all of them are of the marrying age. Many won't be able to get married until they get jobs and settle down again, but others are in a great hurry to get back to the "girls they left behind" and their old jobs and get married. Let's make the estimate of this class extremely conservative, and say they only need 20,000 cooking stoves,



New office of John Bertram & Sons Co., Ltd., and Pratt & Whitney Co., Ltd., Dundas. The awnings provide an opportunity for furniture dealers to get some added business by catering for these goods. The large department stores have now a big trade in this line and but few retailers look after this trade at all.

with the usual accompaniment of furniture. I really feel that it will be much greater than that.

The foregoing estimates may, therefore, be summarized as follows:—

20,000—Married in England and abroad.

25,000—Married before the war but gave up their homes, and their wives went to England to be near them.

10,000—Married before the war or shortly after, but remained in Canada, gave up their homes, or never had any, and lived with their parents or someone else.

20,000—Out of the remaining 160,000 who, on return to Canada, will perhaps soon marry.

80,000—homes to be furnished and cooking stoves required within the next few months.

These figures may appear fantastic. They may be, but I don't think they are. However, just suppose I have figured twice too many,—that leaves 40,000 extra ranges and pieces of furniture required. Surely your share of that alone is enough to make you start to think on the question and say "how am I going to take advantage of this great opportunity?"

ADVERTISING BRINGS DIRECT RETURNS.

The Canadian Furniture Company, which opened for business at 324 Yonge St., Toronto, about a year ago, has made good use of advertising in the local papers in going after business, and with good results.

"Yes, we can certainly see direct returns from our advertising," stated Mr. Levinter, manager of the company, to the Canadian Furniture World. "Not only is there an increased demand for these articles featured in each advertisement, but customers who come into the store frequently tell us that they came because of our advestising."

A Check on Results.

Advertising in the daily papers of Toronto costs considerable money, and accordingly an endeavor has to be made to select the mediums that bring the best returns. The direct results of advertising in the various papers are checked up for this purpose. One week an ad. will be run in one paper, while the next week another one will be used, and the sales of the lines featured in each compared. In this way the most profitable mediums are selected.



New design buffet, a pleasing wedding gift, from The Victoriaville Furniture Co.'s line.

INTERIOR DECORATION FOR FARM HOMES.

Until recently sales of furniture to farmers were limited almost without exception to utility merchandise. A decade—even five years ago—the suggestion that interior decoration might effectively and profitably be associated with the rural household would have been incongruous. The average farmer was a Spartan in his home affairs; he sought his fireside to sleep and eat and in the main only appointments which served those functions were to be found within its stoical walls.

But the education of the farmer to the principles of interior decoration is an accomplished fact. In a Kansas store, which caters largely to a rural patronage, Mrs. George E. Anderson, interior decorator, is carrying the gospel of better homes to an eager audience—and in a version the genuine artistry of which would be as readily recognized on Riverside Drive.—"Furniture Record."

VICTORIES OF BUSINESS AND OF WAR.

The victories of business, as in life, are won not in the marts, nor in the fields, where the decisive struggle takes place, but in the obscure and forgotten hours of preparation. Success or failure lies in the hands of the individual long before the final test comes, and this is particularly true in all lines of trade in America today, for the greatest test of business comes with the war's end. The business man who believes in the value of his name and his produce and maintains this position before the public will be best prepared to reap the reward of increased business and increased appreciation for his product when peace is officially proclaimed throughout the world. Compensation for war waste, according to a leading student of economics, will be found in an enormous non-material wealth in the form of improved habits, a finer temper among the people, as well as in quasi-material wealth such as improved methods of production.

THE WINDOW SEAT.

Our attention has been drawn to the popularity of window seats in the houses and the speculative builder would be well-advised if he would include these in the specifications of the houses he is erecting.

"Last week," says a writer, "I inspected eight new houses on one street and seven of them had window seats ranging from two feet deep by three feet wide to three feet deep by twelve feet wide."

These seats are of oak, mahogany, etc., and are made in various designs. Some require only small cushions if any, and some are made so that cushioned seats may be used if desired.

The built-in seats and the built-in cupboards are two things which should not be overlooked in building houses to catch the eye and heart of the housewife.

MERCHANDIZING *in a* MEDIUM-SIZED TOWN

Educating the citizens in latest goods in electrical line—Service an important item for the dealer—Force of example

By H. F. Shearer, Smith's Falls, Ont.

THE problem of how best to educate the average citizen of a moderate-sized town to the advantage of electrical service is a problem that confronts every central service station manager. This also will apply to furniture lines with some alterations.

One of the main difficulties seems to lie in the fact that a large number of the domestic consumers are families of retired farmers, who during early and active years of life have not had the conveniences, such as electric light, waterworks, automobiles, etc., that are now to be found in the homes of many of our more prosperous agriculturists.

The old adage, "as a twig is bent," is quite applicable, and the well-to-do farmer who has retired to town, to enjoy a well-earned rest, is, it must be admitted, one who demands from the central station manager a good deal of study if he would persuade the retired gentleman to take advantage of the conveniences which the central station has to offer and by which the manager seeks to build up a profitable load.

While every town with a population of from three to eight thousand has its own peculiar problems from the central station manager's viewpoint, I believe the situation as indicated above is common to the large majority of such towns in Ontario, and, therefore, a study of the local problems in Smith's Falls and suggestions as to methods applied to solve them may be of some value to other municipal managers.

The one important point that the aggressive central station manager must not lose sight of if he would increase his domestic load is that embodied in the phrase, "as good as the neighbors." To explain, if there is one citizen in a block who is amenable to argument and salesmanship, that family must be considered the "key man" for that block, and the central station manager, once having succeeded in securing the installation of electrical equipment in that residence, will find two forces beginning to work in his favor, viz., free advertising on the part of the satisfied user and a certain unexpressed envy on the part of neighbors and nearby residents of the vicinity. These latter now become the legitimate field of operations, and the wise manager will not lose any time in following up the advantage which he has obtained.

Recognizing these facts, we have gone carefully over our meter register and selected the best prospects, and then from this list we have endeavored to obtain at least one name from every block, this special "A" list to be thoroughly canvassed by a competent general appliance salesman, who secures a list of appliances, if any, already in use, as well as a list of any other appliances the consumer may be interested in. This information is filed, and becomes the basis on which our "personal plan of sales" is arranged.

If the consumer is thinking of a range, it is so recorded, and any information as to cost of operation, cost



1686-5 Diner



1686-5 Extension table

An attractive dining-room suite in quartered oak, in fumed, golden or old English finish; an ideal bridal gift, from The Stratford Chair Co.'s line.



1686-1 Diner

of installation, improvements in construction or design, etc., that can be obtained in connection with electric ranges is mailed to the consumer. Water heaters, washing machines, vacuum cleaners, air heaters and the smaller appliances are handled in a similar manner..

Equipment Made Satisfactory.

Once the sale is made and the installation completed, we spare no effort to make the equipment absolutely satisfactory, and for that small service generally secure the privilege of bringing further prospective purchasers to inspect the completed installation and invariably have the assistance of the testimony of the satisfied user.

Our efforts during 1918 were confined to lamps and the smaller appliances, on account of the necessity of reconstruction of our overhead distribution in order to satisfactorily supply range service.

In the month of March last a demonstration was held in our salesrooms for which some four hundred invitations were issued, the names being selected from the general list compiled from our meter register.

Ranges, washing and ironing machines and vacuum cleaners were specially exhibited, electrically-prepared refreshments being served during the afternoons. Enquiries made during the demonstration were recorded and are being followed up on our "personal plan of sales," and already results have justified the demonstration.

TEN WAYS TO CONVEY IDEAS

John H. Patterson, president of the National Cash Register Company, says: "If I were to reduce my principle of conveying ideas to a creed, it would read something in this fashion:

"1. The nerves from the eye to the brain are many times larger than those from the ears to the brain. Therefore, when possible to use a picture instead of words, use one and make the words mere connectives for the pictures.

"2. Confine attention to the exact subject by drawing outlines and putting in the divisions; then we make certain that we are talking about the same thing.

"3. Aim for dramatic effects either in speaking or writing—study them out beforehand. This holds the attention.

"4. Red is the best color to attract and hold attention, therefore use plenty of it.

"5. Few words—short sentences— small words—big ideas.

"6. Tell why as well as how.

"7. Do not be afraid of big type and do not put too much on a page.

"8. Do not crowd ideas in speaking or writing. No advertisement is big enough for two ideas.

"9. Before you try to convince anyone else, make sure that you are convinced, and if you can not convince yourself, drop the subject. Do not try to 'put over anything.'

"10. Tell the truth.";

Don't talk loud, particularly at the opening of a selling talk; talk low in order to concentrate the prospect's attention by straining his hearing slightly.

KNOBS *of* NEWS

The Kindle Bed Co., Stratford, are adding new dry kilns.

The Colonial Upholstery Shop, Toronto, was registered recently.

The Maisonneuve Furniture Exchange has been registered at Montreal.

George Bleakley has sold his furniture store at Norwich, Ont., to Chas. H. Pennington.

J. Copperman has sold his house furnishings business at St. Catharines, Ont., to Herzog Bros.

The American Furniture Exchange, Montreal, has changed its name to American Furniture Co.

The Toronto Veneer Co. has been incorporated as a limited liability company. The capital is $100,000.

Plans are in progress for a $12,400 store for the Broderick Furniture Co., at 1176 Bloor St. W., Toronto.

The Modern Upholstering Works, Montreal, has dissolved to form a new company under the same name.

Lamarre & Frere, furniture and hardware dealers, Montreal, have dissolved. Joseph Lamarre is continuing the business.

Leggatt & Pratt Spring Bed Co., Ltd., Windsor, Ont., are building an addition to their factory, 51 ft. x 30 ft. at an estimated cost of $11,000.

The North American Bent Chair Co., Ltd., Owen Sound, Ont., displayed samples of their manufactured lines at the recent Lyons (France) Fair.

Shainkes & Frere, Levis, Que., are building a four-story factory for the manufacturing of toys and furniture. Estimated cost is about $20,000.

The Chesley Chair Company, Ltd., Chesley, Ont., are increasing the capacity of their dry kiln and are installing a new benching machine for chair back.

Incorporation papers have been granted to the Canadian Mattress & Spring Bed Co., who have been manufacturing in Quebec. Authorized capital is $99,000.

Peerless Divanettes, Ltd., Toronto, has been incorporated with a capital of $40,000. Harris Papernick, S. Himelstein and D. Kopman are interested. Pillows, bed springs, beds, bedding material and furniture of all kinds.

The Daly Co. Ltd., operating a department store at Ottawa, has been incorporated by Ontario charter with a capital of $500,000, and head office at Toronto, to operate department stores handling all lines of merchandise.

Baetz Bros. Specialty Co., Ltd., Kitchener, Ont., recently granted incorporation papers for the purpose of manufacturing and dealing in novelties and electrical appliances, are carrying on their silk shade business in a building up-town.

A permit to erect a four-story glue factory was recently issued to the W. Harris & Co., of Toronto. The building will be of brick and reinforced concrete construction, 145 ft. long and 66 ft. wide, and will cost approximately $150,000.

SALESMANSHIP THAT MAKES FOR SUCCESS

Qualities that salesmen should cultivate—Good taste—Honesty and truth—Sentiment has its place also

Third and final Salesmanship Article by Geo. A. Simpson, Hamilton.

Good taste is also one of the elements of personal charm, as you cannot offend the tastes of others without hurting their sensibilities. The power to please is a tremendous asset. What can be more valuable than a personality which always attracts? It is not only valuable to a salesman, but to every one in every field of life. The ability to bring the best that is in you to the man you are trying to reach, to make a good impression at the first meeting, to approach a prospective customer as though you had known him for years—without offending his taste, without raising the least prejudice, but getting his attention and good-will—is a great accomplishment.

There is charm in personality from which it is hard to get away. It is difficult to snub the man who possesses it. There is something about him that arrests our prejudice and no matter how busy we may be, or how much we dislike to be interrupted, we rarely turn away a man with a pleasing personality. We must give much in order to get much; the more we radiate the more generous we are, and the more we give ourselves to others, the more we get back. The current will not set toward you until it goes out from you. What you get from others is the reflex of the currents you give out. The more generously you give, the more you get in return. In other words—as you pour out your personality, born of courtesy and kindness and the other character-forming virtues, so do you inspire respect and confidence, and invite from others a return of that which you give. Courtesy and consideration in every walk of life is now the accepted rule. No strong man lowers himself by giving somebody a lift, no matter who that somebody is. It may be an ignorant foreigner, unversed in our ways and language; or it may be an old man or woman, a cripple or a child—it matters not—and no time is lost, for the more people you rightly direct and the more intelligence and consideration you rightly lend, the more valuable will be your life. Many salesmen fail because they do not see the importance of being kind and courteous. Kindness, consideration and courtesy to everybody always pays; and besides, it is a pleasure to be kind. It increases our store of happiness. I have seen salesmen lose important positions and their reputations—which are more important than position—through their lack of courtesy to men to whom they did not think it worth while to be kind. Beauty of character, charm of manner, attractiveness and power of expression, blended with courtesy, consideration and kindness, will open the door to any proposition, and our sincerity of purpose will clear the path of its many obstructions.

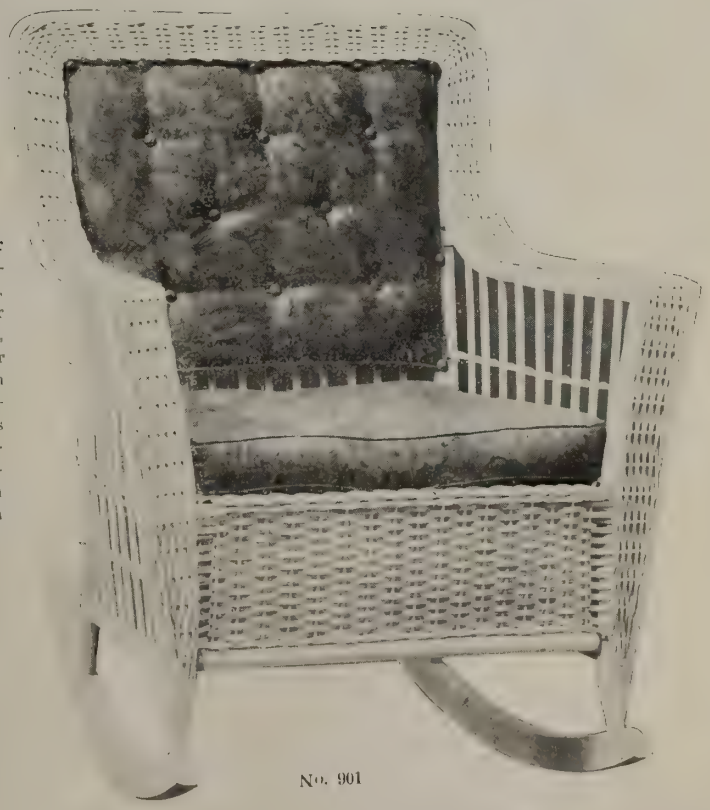
Honesty and Truth

Honesty and truth travel hand in hand, they are two very important factors in successful salesmanship; yet there are thousands of so-called salesmen who are daily practising deceit, thinking and believing they are putting it over. What fools! Temporary suc-



No. 259R.

Suitable gift for the June bride — A sturdily-designed, comfortable Windsor rocker, in mahogany, walnut, fumed or golden finish, from The North American Bent Chair Co.'s line, and an armchair rocker for verandah or porch, from the Canadian Rattan Chair Co.'s line.



No. 901

cess may be gained that way, some sales may be made, but permanent and lasting success is not built on that sort of foundation.

There is sentiment in business, and a whole lot more than we realize; when there is none, I want to quit doing business. For a salesman I know of no other quality more helpful to his success than sentiment, if he will use tact to reach the sentimental side of his prospect. I do not mean by that that he necessarily start an investigation or search for sentiment, for if he did that would be calculation on his part and even if he discovered it he could not make use of it, as sentiment must be discovered by sentiment to be of mutual advantage in preparing common ground. I have had scores of instances in my experience that have proven beyond doubt the truth of my contention.

Some years ago I was selected by the interests I was associated with to go through the South for them to establish three of four manufacturing companies. I was to promote these companies along the lines of home industry for the South. They were to be Southern companies, financed and operated by Southerners. I called on the Boards of Trade and on different prominent men in the cities and towns I visited and right away everybody fell into line with the idea of home industries. In one of the cities I visited everybody was enthusiastic. They all wanted to see a manufacturing plant in their community. Therefore I went round to raise from one hundred and fifty to two hundred thousand dollars to start the concern.

At once there was a difference. Everybody liked the idea of having the industry there, but no one was ready to put up any money for it, they all wanted the other fellow to do it. There was one man in particular they wanted me to call on. Almost everybody I spoke to asked the same question: "Have you called on Mr. Blank?" Before long I discovered who this Mr. Blank was whom they were all so anxious for me to see. He was President Blank of the leading bank in that State and when first I saw him he looked very much to me like the familiar caricature you expect of a crusty old banker, all money-bags, with no sentiment in his make-up. He received me with courtesy and heard what I had to say—he was a very fine old fellow, as I soon found out, but he would do nothing about my proposition until he had examined the papers I had prepared, showing facts and figures. These papers he had me leave with him, and I went away. But before leaving him I noticed something that attracted me; something that might be a clue to sentiment. He wore in the lapel of his coat a very sweet nosegay of flowers. I made three calls on him subsequently and the flowers were always there, fresh and sweet, beautiful and charming. One day I decided to ask about the little nosegay, and frankly, quite apart from the business altogether, I did ask him. He held out his hand as I spoke about the flowers, as I was just leaving and I could feel as our hands clasped that I had touched a sympathetic chord. "Mr. Simpson," he said, "you ask about that little nosegay. I have worn a flower like that in my coat ever since the first one was put there by my sweetheart, who is still my sweetheart after forty years of married life." And he told me how, each morning, it was put in his buttonhole by the same hands, or if she were not there to do it, it was placed there by his daughter. We both stood and looked at one another, and all I said to him was "beautiful sentiment." And then we sat down and talked about flowers—not about the business in hand—and by and by I got up to leave him. And just as we were parting, what do you think he said? "By the way, Mr. Simpson, I am very much impressed with that proposition of yours. What amount do you think I ought to subscribe for?" He left it to me to name the amount. I had secured his confidence to that extent through the touch of sympathetic sentiment and when it came to putting his name down and I made a suggestion of five or eight thousand dollars, he said: "Put me down for ten thousand, and, by the way, put my brother on the list. He ought to go down for something in this company. Put him down for five thousand. I promise you he will approve of it when you call on him with my suggestion." And after that, all Mr. Simpson had to do down there was just go round with a list and get the names of those who were eager to get on it for various amounts; because they found that the names of the two Mr. Blanks headed the list and they had profound confidence in their judgment.

That incident shows what sentiment means to a salesman and how essential it is that we train our minds along certain lines. I grant you that some men with whom you may have to do business are cold-blooded business men, and if a man is a cold-blooded business man you must meet him on that ground until sentiment is reached and confidence established. If you recognize and practice these laws of thought and attraction, then as a salesman you will have no trouble in making sales. In my own experience I have found it so—and I am not saying this boastfully—that as a result of respecting these principles, selling is to me a delightful visit to the man to whom I sell and my entire interview is very seldom taken up on the subject of business. We converge on general lines of mutual interest; it may be about flowers or something in which we both have common interest and I usually leave with a good-sized order.

And further, my experience proves that the average buyers or business man is very well informed on many subjects, that he has his sentiment and sympathies and often he is an interesting conversationalist. If you can reach him through these channels you will in all probability establish confidence and respect. After that, getting his business is an easy matter, because he feels you will, wherever possible, safeguard his interests and this you must do to the limit.

Finally, the thought I wish to convey is, that no investment will give greater returns than cultivating your better self, and thereby developing that indefinable something that leads to success. There is nothing that pays so well as training our minds and thoughts along the lines of the beautiful and true. It matters not how well-versed we are in the material things of life, or how well we understand the lines we have to sell; we may be experts pertaining to technique or detail in connection with iron and steel products—or any other articles of commerce for that matter—but if we are not in harmony with Nature and Nature's order of things, we cannot make the success of our lives that we otherwise would. Being in harmony with Nature, brings us into harmony with all about us and above all it brings us into harmony with ourselves, and when this is so, and the physical is subordinated and ruled by the mental, life becomes full and complete.

I fully realize I am painting an ideal picture, although not an impossible one, and while we may not rise to the height of this ideal, we can, by following it, at least go part of the way, and this part, no matter how small, will take the place of some discordant element, which would retard our success.

TELLING CUSTOMERS OF RAISE IN PRICE

Discussion of the pros and cons of the question based on the present unsteady market—Some suggestions of value.

THERE is a wide divergence of opinion as to the best methods to follow when a price advance is made to the consumer. Should the manufacturer lend his aid in getting the new price accepted, or should the brunt of the task be left to the dealer? Is it good policy to advertise the new price and make a full explanation of the reason for it, or is it better simply to put the new price into effect and say as little as possible about it? There is much to be said in favor of either contention.

Most manufacturers do not advertise the retail price of their products. Hence whenever it becomes necessary to raise the price to the ultimate buyer, it is almost the general custom to let the dealer break the news. In those cases where the manufacturer does state the retail price in his advertisements, it is the usual thing, when a price is advanced, to give the new quotation, without any mention of the fact that there has been a change.

Bad to Put Forth Price With Apology

Talking too much about a raise in price is regarded as negative merchandising. Putting forward a price with an apology for it is viewed as a weak-kneed policy. It is supposed that if the merchandise itself, or the selling talk in favor of it, does not justify the price asked, it is futile to argue that the quotation is just.

Another objection that is commonly made against publicly explaining an advance in price, is that it is unnecessary. The explanation calls the attention of many people to the advance, which otherwise they might not have noticed. It focuses interest on the subject and forces buyers to think about it. A great many persons are indifferent as to the price they pay. "They want what they want when they want it," and do not care what it costs. Telling these people that the price is higher now than it was when they bought the article the time before would be equivalent to calling their attention to the product's disadvantages.

Buying Public Will Listen to Real Reason for Advances

In normal times when prices are raised the work is left to the dealer, and that is all there is to it. Advertising manufacturers especially have shown very little interest in the question, because it is seldom that the price of an advertised product is advanced. However, under the present abnormal conditions, the question forces itself upon us with a prominence that it never had before. The retail price of most articles has advanced not only once, but, in many cases, several times. Getting these ever-recurring advances across to the consumer on so many items is presenting a very real problem to the retailer. The publicity that has been given in the press to the high prices has helped the dealer somewhat. It has made the average buyer realize that he must pay more for his supplies. The prevalence of widespread prosperity has also helped. Most persons are financially able to pay higher prices, and many of them are doing so without complaint.

The fact stands, nevertheless, that the task of getting his customers to accept the new prices on so many things in his stock has placed a burden on the dealer that he is not always discharging to his own advantage, nor to the credit of the manufacturer whose goods he is selling.

Very often during the past year the writer has had occasion to wait in stores for from five minutes up to an hour at a time, and has listened to the sales people as they tried to explain to their customers the cause of price advances. Generally the explanation was anything but convincing. It was attributed to the war in vague terms, and the buyer often showed that she had a suspicion that the war was blamed for some things for which it was not responsible. Occasionally the explanation was made tactlessly and offended the buyer. While the purchase was made in most cases regardless of the raised price, it was often done under protest. In most cases the dealer and not the producer of the goods was the one criticized. Explaining the price, or trying to do so, took up much of the clerk's time. The whole transaction impressed the disinterested observer as being badly handled, and as being subversive of good will.

Issue Bulletin

In view of the existence of abnormal conditions, wouldn't it be advisable for both manufacturers and dealers to depart temporarily from usual methods and make a more systematic attempt to tell the consumer something as to exactly why it is necessary to charge more for certain classes of goods?

Many seem to think so. Here and there we find instances where rather skilful plans are being used to make the selling path of the advanced merchandise easier. Telling the buyer about the advance is not left to the hit-or-miss explanation of an ill-informed clerk.

For example, F. R. Tripler & Company, a haberdashery concern in New York, which advertises extensively in the newspapers, have a bulletin with this announcement on it prominently displayed in the store:

"SPECIAL NOTICE TO OUR PATRONS

"The increased cost of raw materials and labor have made necessary a small advance in price on various staple articles.

"We are not offering substitutes of inferior quality, since it is our policy to offer for sale only such reliable merchandise as will prove entirely satisfactory.

"F. R. TRIPLER & CO."

The same announcement has been printed on small slips to be handed patrons. There is nothing sensational about this bulletin. It is a mild and conservative statement of the situation and of the store's policy. Nevertheless it is unusual to the extent that it broaches the question of price advances, and does not leave it to the customer to ask for an explanation.

Frank Policy Forestalls Criticism

"Before we made this formal announcement," said a member of the firm to a representative of Printer's

Ink, "a good proportion of our patrons complained about prices. Our salesmen had been instructed to explain to each customer who objected to the advance, why it was necessary to charge more. We are trying to build up our trade on quality goods. Buyers were told that it was possible to get cheaper substitutes, but offering merchandise of this kind would not be according to our policy. Most customers accepted the explanation and were satisfied to pay the price asked.

"However, often when I was down on the sales floor I noticed that much of the salesman's time was taken up in making explanations. It occurred to me that many buyers may be accepting the price argument of the clerk as just talk used to make a sale. It seemed to me that the explanation would be much more effective if it came from the firm and not from the salesman alone. That is how I got the idea for the bulletin. Since we have adopted the idea, there has been considerably less criticism about prices and the straightforwardness of the plan has been commented on so favorably that it has brought us a lot of new trade."

Variants of Tripler's idea are used in many other stores. Especially do we find traces of influences on the show cards that retailers are using. Signs similar to their have become quite common:

"Yes, the price is a little more, but the quality is high as always."

These signs act as shock-absorbers. The prospective buyer who reads them has been warned that she must pay more.

In discussing the subject one retailer said: "In normal times I do not believe it is good policy to emphasize price advances by announcing them to the public, except in special cases where there may be good reasons for doing so. But conditions are so unusual now that I believe many principles that are ordinarily sound do not at present fit the needs of the occasion. There are a great many hazy notions as to what is causing the high cost of living. Most people have no proper conception of the real causes, and are only too willing to blame it all on the only factor in our plan of distribution with which they come in contact—the retailer.

"For example, in the past year, see how grocers have been blamed for the cost of food. Economists and others are busy explaining why commodities cost what they do, but these explanations seldom reach the mass of the people. Since high prices have been put under the white light of publicity, I believe that retailers should use publicity to tell why prices are high. It should not all be left to the retailer. To some extent manufacturers should help. In those instances where the facts have been presented to the public, the results usually have been remarkable. When people are told of the hundred and one things that enter into the cost of an article and which determine its selling price, it has opened their eyes to the difficulties with which the retailer has to contend.

"I was reading the other day of a dealer who told his customers that it cost him six and one-half cents for each call his solicitor made for an order; that it cost him four and three-fifths cents every time his truck stopped to make a delivery, and therefore he could not deliver orders for less than fifty cents. Figures such as these make people think. The retailer has two courses that he can follow. He can sell cheap goods and eliminate all service, or he can feature quality goods and give unlimited service. In either case he should steadily advertise what he is doing and exactly why he is doing it."

Break it Gently

Of course, generally speaking, it would not be good policy for the manufacturer sensationally to advertise price increases. If the advancement of prices is to be announced at all, it should be done deftly and with the sting taken out. Whether the manufacturer or the dealer should assume the burden of making the announcement, is not the purpose of this article to determine.

The point is that as long as it is necessary to raise prices, the advances should be made with as much skill as can be brought to bear on the matter. Many retailers are now handling the situation so clumsily that they are offending customers and in many cases losing them.

The dealer who can tie up his advertising with current events will in this way make it much more effective.



No. 9208—Sewing table.



No. 6000—Parlor table.



No. 9206—Sewing table.

These tables come in walnut and mahogany, and are suggestions for gifts for the June bride. They are from The Geo. McLagan Co. line.

BIGGER BUSINESS DURING NEW ERA

Retailers should approach new period of business activity in a big, broad manner – Plans for greater business.

THE war has been won and a peace which we trust shall be a lasting one will soon be concluded. The decks are cleared for the resumption of old-time activities, uninterrupted by the things that have marred and retarded operations during the past five years. Now is a time when dealers should plan for the future on a big, broad scale, keeping in mind the prospects of great expansion and prosperity in business in the years ahead.

Approach in Broad Manner

The trade as a whole appears to be facing the new era with confidence and optimism. It is evident that dealers are not only planning to make the most of immediate opportunities, but are approaching the subject in a big way. There are many evidences of this. Merchants are not only talking and thinking about additions to their stores held up on account of the war, but are planning improvements in equipment and system that will allow the conduct of business to the best advantage both in the way of greater sales and larger profits.

In Good Position Financially

Travellers state that while retailers are buying conservatively in the hopes of price concessions that it is not because of business timidity, but protection of themselves in the matter of prices. They are not talking depression, but expressing confidence in the business outlook.

Credit men report that collections are most satisfactory, indicating that retailers are in a sound financial position. The truth of the matter is that the war years were profitable years to the retail dealer who took chances on buying goods ahead, accordingly benefiting from the advances in goods well bought. There are more dealers to-day backed by good securities than ever before, and this backing gives them confidence. They can go aggressively after business and take up additional lines of endeavor, knowing that they have behind them some worthwhile securities which they could call into play in times of need.

It is for this reason that they are more disposed to improve the appearance of their stores and install new equipment that will help them conduct their business more efficiently, as well as making plans for the future in keeping with the expansion which they can see ahead for this glorious Dominion of ours.

More and Better Clerks Available

A difficulty in the way of building up big business for many dealers during the past few years has been the scarcity of competent clerks. Furniture clerks in Canada responded so nobly to the call of King and Country that quite early in the war a lack of good clerks became very noticeable. Even those who remained had their efficiency greatly reduced because of the rush of work due to smaller staffs. Proprietors of stores found it necessary themselves to look after many details that would have ordinarily been delegated to clerks and naturally not only had to apply themselves more closely to business, but neglected many important things to which they usually gave attention.

More and better clerks are now becoming available. This will allow the dealer to secure more business per customer because more study will be given to salesmanship and will also make it possible for the proprietor to give more attention and study to the bigger things that will work for larger sales and greater profit.

Fancy and Specialty Goods to Front Again

Sales of many fancy lines, both domestic and imported, have been small during the war period, due both to scarcity of many of these articles and also to the spirit of thrift that was injected into the purchasing public. Most of these lines returned a good profit so that the loss of this business has meant much to the furniture trade. A gradual resumption of this business can be expected, however, as conditions return to normal—supplies become available and purchasing by the public gets back to its old-time basis. Retailers can hasten the return of this latter by featuring the fancy and staple lines as they become available for sale.

Lower Prices Will Mean Better Profits

In summing up the better times that are ahead for the retail dealer in this new period of business activity, one should not forget the better profits that usually go hand-in-hand with lower prices. Of course, during the past few years, many dealers have made good profits on many lines which they bought to advantage and which later advanced in value, but in hand-to-mouth business, profits have been cut to a pretty small margin. This is usual. As prices mount upward, the margin of profit is generally reduced. It is difficult to maintain it because even where goods are advanced the same amount as the wholesale price has gone up, it means that the percentage of profit is reduced. A gradual reduction in the cost of doing business can also be expected during the reconstruction period, which will help the dealer in the matter of net profits.

Good General Business Prospects

And back of all this is generally excellent prospects for business in Canada. Our country has won a name for itself and its products during the years of war that will assist in building up many of our industries and manufactures. Soldiers to the number of 250,000 are returning to take up their residence in Canada again and they will be followed by a flow of immigration that will greatly increase our population. Increasing population and industrial progress are two things that will build up our country and make it a worth while place not only to reside in but to be in business in. Reconstruction is taking place in quite a satisfactory manner and it is the duty of each and every one to do his utmost to speedily bring back normal conditions. A spirit of optimism and confidence on the part of business men will do much in inspiring the general public and in assisting in passing through the reconstruction period under a full head of steam.

C.F.M. ADVANCE WAGES.

The announcement has been made by the Canada Furniture Manufacturers, Ltd., Woodstock, Ont., that an advance of 10 per cent. in the wages of their employees would go into effect on Monday June 2. The company on the 1st of April last reduced the working hours from ten to nine hours a day, which meant at that time an advance in wages of 10 per cent. Mr. J. B. Shaw, managing director, says he has long held the opinion that furniture workers were not paid a sufficiently high wage in comparison with other staple trades, but he declares that under competitive conditions fair wages could not be paid because the selling prices of furniture were uniformly too low. Through the co-operative effort of a number of the leaders in the trade these conditions are being slowly, but gradually, improved, and it is the desire of these employers that the workmen should also benefit in the improved conditions.

This 10 per cent. advance in wages is effective at all the plants of the C.F.M. in Walkerton, Seaforth, Wingham, Kitchener, Waterloo and Woodstock.

INGERSOLL COMPANY IN LARGER FACTORY.

The Life Long Furniture Co., Ingersoll, Ont., has moved into larger quarters. The new factory building is of frame construction, about 40x25 feet, and is well laid out for furniture manufacturing. There are three floors, the top one being used for furnishing and for storage.

The company specializes on the making of Chesterfields and easy chairs, and in this are using kiln dried hard maple or elm for the covered parts, and solid mahogany, walnut or oak for exposed parts. Besides stock patterns this company makes up special designs for special ordered work, and in the plant employ only experienced upholsterers.

J. P. Albrough is owner, and looks after all details of the business. He has spent fifteen years in learning the manufacture and retail selling of furniture, and makes all the drawings for his company.

FURTHER FURNITURE TRADE RELATIONS.

Arthur A. Campbell, of W. W. Campbell & Co., Ltd., furniture importers at Sydney, Australia, has been appointed representative for his firm at New York, and is opening an office at 140 Broadway, that city. Mr. Campbell expects to take up export business matters with Canadian and United States makers of furniture, camp beds, cots, go-carts, carpets, linoleums, clocks, pianos, etc.

FURNITURE FACTORY AT BROCKVILLE.

The ratepayers of Brockville, Ont., have endorsed a by-law for the purchasing of an unoccupied factory for the establishment there of the Office Furniture and Supply Company. The vote stood 900 for, 43 against, the majority of 813 over the required vote for a money by-law. The sum involved is $22,000, which will be raised by debentures. The company is capitalized at $100,000.

SHORTER HOURS FOR EMPLOYEES.

The Harriston Furniture Co., Harriston, Ont., have put the nine-hour schedule into effect. Seventy employees will benefit by it. The Meaford Furniture Co., and the Seaman Kent Co., both of Meaford, Ont., have also adopted the nine-hour day.

FIRE AT ELORA FACTORY.

Fire broke out in the boiler and engine-room of the J. G. Mundell Company, furniture manufacturers, Elora, Ont., recently, but was extinguished before serious loss had been done. Damage will be rapidly repaired and the fire will not in any way interfere with the company's business.

In the collection of accounts two things are necessary to success—Promptness and Perseverance.

LINTERS

Type A, 7 cents; Type C, 8 cents; Type D, 10 cents
F.O.B. Toronto. Shipment from Toronto—Special delivered prices on direct carload shipments from South.

TURPENTINE—ROSIN

Local shipments from Toronto. Carloads from Pensacola.

REEDS—RATTANS

American and Chinese. Shipments from New York.

Write or wire us for prices and samples

E. T. CARTER & CO.
87 Front St. East, Toronto

EFFICIENCY
Write us for free demonstration

is the doorway to net profits. The Robertson Socket Head Wood Screw assures efficiency. Used by nearly all leading furniture manufacturers, etc.

P. L. Robertson Manufacturing Co., Limited
MILTON - ONTARIO

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade
SPECIAL ORDER WORK

Life Long Furniture Co., - - Ingersoll, Ont.

C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.

Talking Machines in the Furniture Store

TALKING MACHINES HAVE DEVELOPED GRADUALLY

The talking machine is essentially an instrument which records and reproduces sound. The name is also applied to instruments which imitate sounds, such as speaking dolls. The instruments which record and reproduce sounds may be divided into two classes. The first-class consists of instruments having cylindrical records, such as the phonograph and graphophone. (The terms here used have during the past few years been changed owing to common custom, so that the words phonograph and talking machine are practically interchangeable.)

The phonograph consists of a stretched membrane with a style at its centre. In the original Edison phonograph, invented in 1877, a cylindrical drum was wrapped in a sheet of tin foil. The style, which had a blunt point, rested on the tin foil. The person operating spoke into a cone-shaped mouthpiece, which focussed the vibrations on to the membrane. The membrane thus set into vibration causes the style to indent the foil to varying depths according to the vibration. During this operation the drum is made to revolve with a uniform velocity. The drum is then brought to its original position and the style allowed to press against it so as to be always at the bottom of the indentation. The drum is then turned at the same rate as before, the membrane thus being made to execute the vibrations made on the foil, and thus give out the sound.

Tainter and Bell improved on this instrument by substituting a cylinder made of wax instead of the tin foil. The mouthpiece is closed by a glass disc placed in front of the cylinder. A short lever is attached to the disc and on its other end a small sapphire cutting tool is fixed, being weighted so as to press against the cylinder. The cylinder is then made to revolve by means of regulated clockwork mechanism, at the same time travelling forward along its axis. The sounds are spoken into the mouthpiece and the sapphire cuts an indentation of varying depth into the wax. In the reproduction there is a second disc of glass with an attached lever, on which is fixed a blunt sapphire point, and the cylinder is made to revolve as before. In this instrument the original sounds are much better preserved than in the original Edison machine.

The disc variety was introduced by Berliner, the engraving made by the stylus due to the vibrations being made on a disc which revolves on a turntable. The instrument is worked similarly to the phonograph.

The great difference between the cylinder and disc instruments lies in the engraving. In the cylinder instrument the stylus is made to vibrate in the direction of its length and so the engraving consists of an indentation of varying depths. In the disc the stylus vibrates sideways and so a wavy groove of uniform depth is cut in the disc. The record made as above described is called a master record. These are moulded and copies are made for commercial purposes. Copies of disc records are made by stamping them on the disc.

For commercial purposes the cylinder machine is always used. It has been used for many years in the House of Representatives. Litigation has taken place as to whether the reproduction of works by these instruments is an infringement of copyright. The French Court of Appeal has decided that this is so, but no decision had been rendered up to 1914 by the British courts.

PHONOGRAPH AS MUSIC TEACHER

A professor of music writes: "Just as moving pictures popularized the great histrionic artists and gave them nightly audiences of many millions, so the phonograph has given to millions of homes the best perform-





Library table model phonograph. One of the handsome designs made by The Geo. McLagan Furniture Co. Illustrations show the phonograph closed and open.

ances of the world's supreme musicians, and made it possible for the most isolated settler in the wilds of civilization to hear nightly the fine artistry of metropolitan artists.

"It has accomplished a wonderful revolution; but the half of its influence has not yet been fully appreciated or taken advantage of by those who have musical education seriously at heart. There has been until quite recently a more or less scornful acceptance of the talking machine by music teachers and musical educators, a sort of "damning with faint praise," which has retarded the use of the phonograph as a means of teaching.

"Tutors who still take that stand are now, of course, open to ridicule, since artists of far higher musical authority than themselves use the talking machine as a vehicle to place their performances before the public. It is worthy of note, too, that those who hear the great artists via the phonograph are often treated to a better rendering of a given number than those who hear the artist in the flesh on the concert platform or the operatic stage. And this, for the reason that the artist, who is recording will often perform the piece from ten to fifteen times, improving the rendering by a study of the record previously made, until the final record is well-nigh perfect.

"As far as the ordinary household is concerned, the phonograph must be as close to reaching a "saturation point" as it perhaps ever will; but the greater sphere of usefulness in the schools is as yet almost untouched."

PHONOGRAPHS IN SCHOOLS

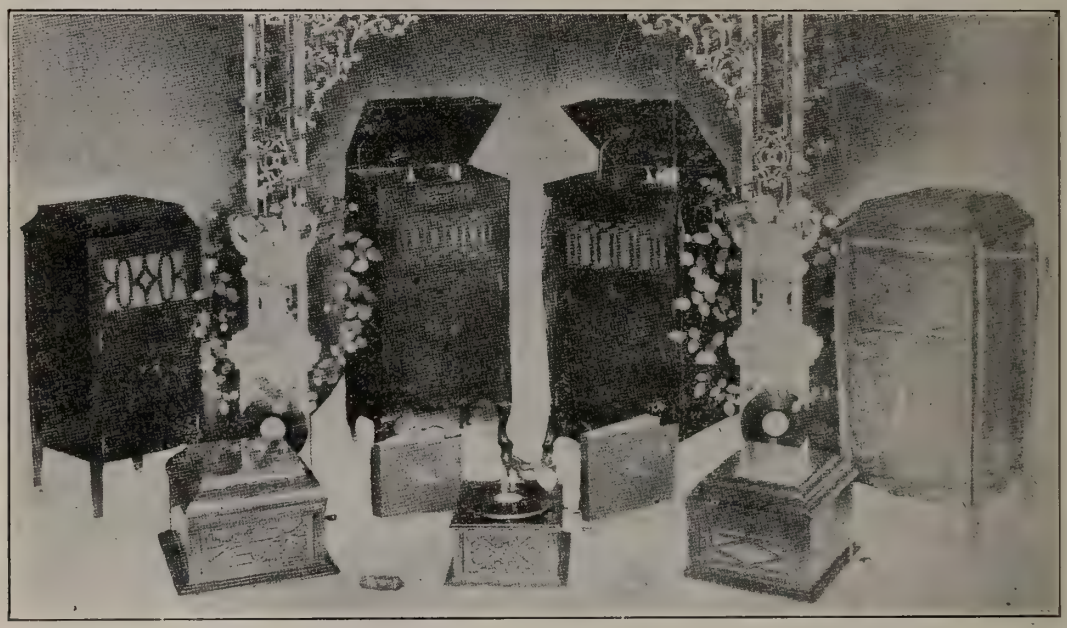
In many of the leading school centres in the United States educationists have learned how to get the school children in touch with music in a vital way.

A scheme has been worked out by which the reproducing machine is used in the rural schools not only as a means of developing an appreciation of music by listening to music, but by active participation in the performance of it. The children sing with the instrument alternate phrases of beautiful little songs, thus developing in them the habit of listening as well as singing. Sometimes the phrase is divided and the simplest part of the simple phrase is given to the children while the machine takes the more difficult part. In this way the children are lured into singing even though the teacher may be quite limited in her musical equipment. Later the children sing the more difficult parts and still later sing the entire song with the instrument. All this time they are developing a habit of singing (1) in good time, (2) in correct pitch, and (3) in light tones. This scheme is almost proof against coarse heavy tones, as it is possible only for the child singing in light tone to hear the instrument continuously. This much of the talking machine course is included in the recreation music course and it is the aim to have the students go out well prepared to use the talking machine effectively in the schools.

Could not you dealers in the smaller centres use this argument in your neighborhood?

TALKING MACHINE HELPS TYPEWRITERS.

The High School of Commerce at Syracuse, N.Y., uses the talking machine to help beginners in typewriting.



An attractive window display of talking machines in a June setting should be helpful to sales of these goods for wedding presents.

The plan is proving successful, too. Here is a hint to dealers to cultivate similar trade in their own localities.

USING THE MOVIES TO HELP SALES.

The mutual benefit to be derived from co-operation of members of the trade and motion picture men is illustrated by the following story from the West: An Edison dealer took advantage of the fact that there was to be shown at the local theatre a picture called "Bonnie Annie Laurie," and on the night of the show a notice was flashed on the screen announcing the song as sung by Anna Case. The stage was darkened during the selection, and when the song ended the lights were turned up, disclosing a phonograph at the side of the stage. This made a great hit.

Dealers should hook up their publicity with manufacturers to help on sales.

Pathephone



Look 'Round

Look around at the various phonograph propositions that are offering—analyze their agency arrangement—compare their selling appeal—study their record releases—and you will find Pathe the most liberal in terms, the leader in product, and always first with the latest hits.

There may be a Pathe agency open in your vicinity—It's worth investigating

Pathé Frères Phonograph Sales Co.

4-6-8 Clifford Street

MONTREAL — TORONTO — WINNIPEG

Talking Machine Notes of Interest to Furniture Dealers

The Invictus Phonograph Co. has been registered at Montreal.

The Metropolitan Gramophone Co. has been registered at Montreal.

The Verdun Gramophone Co. has been registered at Montreal; also has the Phonograph Sales Co.

The Fauver Music Co., Ltd., Toronto, has been incorporated, to manufacture phonographs, pianos and other musical instruments. Capital $40,000.

TELEPHONE NIGHT RATES.

In response to a request from a furniture traveller the Bell Telephone Co. inform us that the night rates, and the bonus governing these rates, now in effect on long-distance phone calls, are as follows: From 8 .30 p.m. to 11 p.m., 60 per cent. of the day rate; from 11.30 p.m. to 6 a.m., 40 per cent. of the day rate. The time is based on standard time.

WEEKLY HALF HOLIDAY.

A list of the half-holidays prevailing in Ontario towns during the summer months is published below.—Editor.

Retail furniture dealers in the following Ontario towns observe the weekly half-holiday during June, July and August:—Aylmer, Barrie, Belleville, Bowmanville, Brockville, Aurora, Bothwell, Brantford, Blenheim, Brockville, Chapleau, Copper Cliff, Dunnville, Highgate, Dutton, Gananoque, Ingersoll, London, Elora, Grimsby, Keewatin, Markham, Exeter, Guelph, Keenora, Marmora, Fenelon Falls, Hamilton, Napanee, North Bay, Galt, Hespeler, Kitchener, Newmarket, Niagara Falls, Norwich, Oakville, Aurora, Port Hope, Orangeville, Oshawa, Owen Sound, Paris, Petrolia, Port Arthur, Port Colborne.

Arnprior retail stores close Wednesday afternoons of July and August only.

Thursday afternoon is observed as a holiday by retail merchants in Bolton, Bracebridge, Blind River, Burks Falls, Chatham, Drayton, Georgetown, Huntsville, Kincardine, Meaford, Palmerston and Port Elgin.

Friday afternoon is the holiday in Campbellford and Leamington.

NEW MONTREAL FURNITURE DEALER.

Joseph U. Gervais, who recently started in the furniture business for himself at Montreal, was for fourteen years with N. G. Valiquette, Ltd., starting as office clerk, and working up to Secretary-Treasurer and Director of that firm. Recently he bought over the furniture department of "The Mount Royal Store," operated and owned by J. O. Gareau, a well-known dry goods merchant, of Montreal.

Mr. Gervais is carrying a good assortment of high and medium grade bedroom, dining room and parlor furniture, as well as a complete display of living room upholstered suites, which give the store a very pleasant appearance. There is also a complete stove department.

Mr. Gervais has the agency for the north end of Montreal, for "Victor" records and machines, and has fitted up-to-date demonstration booths, as well as a good line of pianos. In this latter connection personal demonstrations are given by Mr. Gervais, who is a good amateur piano player.

The floor area of the store may be gauged from the fact that there are four floors, each 30x110 feet, with 60 ft. of windows fronting on Mount Royal Street, and 30 ft. on Clark Street. The store is connected by inside doors with "The Mount Royal Store," one of the large department stores of the north end of Montreal. Mr. Gervais is but 32 years of age.

IMPORTERS OF REEDS AND RATTANS.

E. T. Carter & Co., 87 Front Street, East, Toronto, are handling for the trade cotton linters, rosin and turpentine, and reeds and rattans, both American and Chinese. They invite correspondence in regard to these lines.

VERANDAH AND OTHER CHAIRS.

The Canadian Rattan Chair Co., Ltd., Victoriaville, Que., have just issued their catalogue No. 5, for the season of 1919. Manufacturing verandah chairs of wood and rattan, and all wood chairs in golden or surface oak finishes, these lines are fully described and illustrated in the present catalogue.

In looking over the catalogue, which, by the way, is a well printed and gotten-up book in looseleaf style, of some 42 pages, the dealer will find illustrated many new designs in chairs and rockers, for dining-room, living-room, parlor and library. The quality of "The Canadian Rattan Line" is still of its high standard, and at reasonable prices. The details and lines of the furniture are well shown up on the coated stock on which the catalogue is printed. Readers of Canadian Furniture World can have a copy on request.

KITCHENAID CATALOGUE.

"Kitchenaid" is the suggestive title of the catalogue recently put out by The H. E. Furniture Co., Ltd., Milverton, Ont., and as it suggests, the catalogue deals with, describes and illustrates the company's kitchen cabinets, cedar chests and novelties.

A feature of the company's "Kitchenaid" cabinets is the porcelain tops, making them clean, sanitary and attractive at all times. The splendid wood construction of the cabinets is due to the work of a Linderman machine. About ten sample cabinets are shown, and in addition are tables, cupboards, utility boxes, medicine cabinets, work and sewing baskets, and cedar chests. Readers of Canadian Furniture World will receive a copy of the catalogue on request.

KNOBS OF NEWS.

The Merchants' and Manufacturers' Exchange, of New York, propose to make Grand Central Palace a great clearing-house for world commerce.

The Playola Phonograph Co., Ltd., has been authorized to change its name to the Lavola Phonograph Co., Ltd.

Alex. H. Davidson and Jacob Bechtel, Southampton, Ont., plan to take over the Bell Furniture Co.'s plant at that town and to make kitchen cabinets and other wood products under the name of the Sellers Kitchen Cabinet Co., of Canada, Ltd.

In Tonal Qualities

operating convenience, beauty of cabinet designs, satisfaction to the customer, and in profits to the dealer - - - the

PHONOLA



Model "Princess" $180.00

ranks high in the list of sound-reproducing instruments on the market to-day.

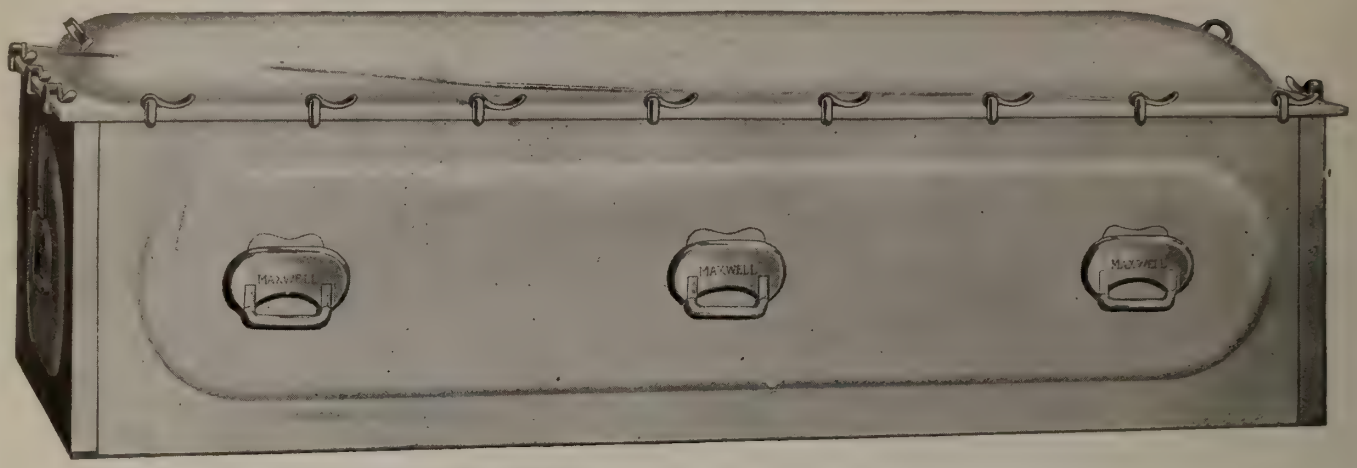
Not only through our consumer advertising, but also through the advertising that we receive from enthusiastic dealers and satisfied owners, the PHONOLA is well and favorably known.

Write us to-day for our agency proposition.

The Phonola Company of Canada, Limited

KITCHENER : : ONTARIO

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

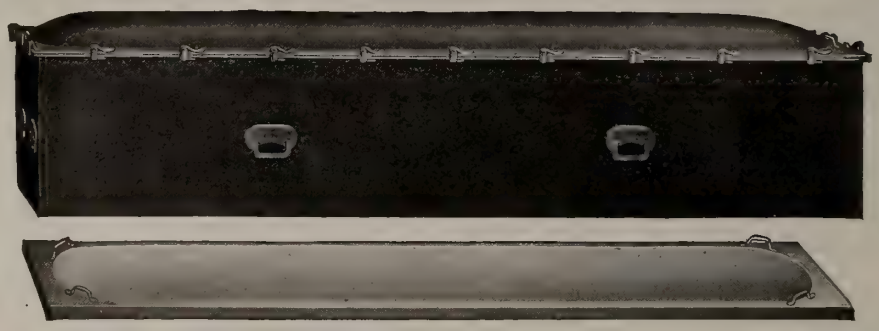
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned · Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $38.00; Without Tray $36.00; Tray Alone $8.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

ARE YOU COMING TO C.E.A. CONVENTION?

By Prof. Chas. O. Dhonau, President of the Cincinnati College of Embalming

The Convention season is now on. Just as nature is making its first exhibitions of wonderfully constructed foliage of the season of 1919, so is the funeral director and enbalmer given this opportunity to get in touch with the latest discoveries in embalming, and the latest creations in the materials for the funeral.

You may have other reasons for attending the Convention, but the above-named reasons are by far the best, as they indicate the continuance of the progressive movement that is revolutionizing the vocation of the man who is called the minister of the time of sorrow.

Some funeral directors feel, in their self-imposed insularity, that they are self-sufficient and all-proficient. They sort of stand above the multitude, in their minds. Some of these men attend conventions so that they may stand resplendent in their glory and go on exhibition as classical examples of perfection. Of course, these men are not interested in the new ideas of funeral economies that are to put the financial side of an individual establishment on a better and firmer basis. They are not interested in the recitals of more flexible and more completely successful embalming operations. The history of the profession is full of these Exhibits "A," who sooner or later have been lead to know that the path they choose was the narrow one, and that great thoughts at times spring from the minds of those who are not so completely satisfied with themselves or the other fellows who come to the meetings.

An individual may be a good example of classical endeavor, but he will never completely bloom out to his fullest greatness unless he rubs elbows with the fellow workers who crowd to the professional State meetings and gets some of the contagion of higher effort inoculated into his system by the rubbing process.

Some funeral directors, like some trees, do not awaken early to the call of the Spring State meeting. A battery of "Big Ben's" in concerted attack fail to stir up enough "spark" in their engines to start themselves. Trade papers going regularly to the members of the profession begin to advertise annual conventions in February. Faithful secretaries spend the midnight oil devising ways and means to bring the members to the meetings, and accumulate vast bald spots trying to awaken members of the profession to a realization of what it means to "belong" to the "crowd" that is doing its utmost to make the profession a better one.

Every single member of the profession, which numbers something like twenty-eight thousand members in North America, feels like he should have a better command of his business or of his bodies. Less than 30 per cent. of the 28,000 are willing to contribute a paltry tithe to help keep the mill going. The spirit of the majority of the profession is "Let George do it." They are all willing to absorb what they want, providing it is fed to them without cost and without even taking a hold of the "spoon." 70 per cent. of the 28,000 have from the first and the beginning of things been content to let the lightning strike them, providing they did not have to step a single foot out of the "rut" to meet it.

In placing the blame for this condition, we must divide same, and charge the percentage about where it belongs. At least 50 per cent. is applicable for the individual undertaker, who has not learned that nothing can be accomplished by an individual unless he contributes something toward the result himself. If you add zero effort to zero spirit you get zero accomplishment. An individual owes it to his common work to contribute his own spirit to the effort made by his association officers. If he does this he will clip accomplishment "coupons," which will help him to advance himself in a perhaps totally unexpected manner.

I would place the other 50 per cent. of the responsibility for the non-attachment of 70 per cent. of the profession to associations upon the system which has governed the guiding of the programme for the annual meetings in the past. I do not wish to go on record as saying that 100 per cent. of the profession will finally belong, should officers finally adopt the principles which I have in mind, as I know from my own experiences that it is not possible to satisfy 100 per cent of any group with any single method of procedure. I feel, however, that 75 per cent., to make a conservative estimate, will be responsive to plans that more closely are based upon the individual needs.

Many members of the Funeral Directors' Associations have told me that they dropped their memberships for years at a time because nothing was being accomplished; because their association meeting resembled the annual hand-shaking and back slapping session of the "Mutual Admiration Society"; because it took time and money to attend meetings in distant cities and because through the lack of consideration given the needs of the entire body in the making up of the programmes, the expenditure of money and time was a distinct loss, and not at all profitable to them. In using the words profit and loss here, be it not understood that a material profit or loss is implied. A pro-

fitable hint here or a new twist there constitutes profit. The eloquent and voluminous addresses and speeches, however classical they may be; however refining they may be; however pleasant to hear, are only temporarily satisfying. The most eloquent spell-binder this country ever knew could hold vast assemblies in his control —until the spell was broken by his absence, and then the previously spell-bound, proceeded to be a naturally inclined human being and do as he saw fit. The most independent minds in any convention meetings are constantly called back by the spirit of the meeting out of which only small ideas have been gleaned. Some of the men most responsive to the appeal of gainful attendance have sworn off taking part in the annual meetings; because in the last analysis the most prominent activity in the convention was its mutual admiration proclivities, the activity which meant less than any other for the backbone of any gathering of the kind, the man from the small place, who comes for nourishment and encouragement of the solid kind.

Replying to a published address by Jas. B. McInnes, of Grand Rapids, at the last National meeting in his home town, I suggested a sectional meeting plan as a possible remedy for the trouble experienced by Association officers. This plan was given considerable publicity by the trade press, and an opportunity was given me to demonstrate same before several associations, of which, however, only one could be accepted by the writer.

When the 1919 meeting of the State Association of Tennessee had been completed, the State membership had risen from 37 paid up to 104 paid up, the greatest number the genial secretary of the Association had ever been able to have on his books. I have been told by members and officers that every man who came, went back completely satisfied; that every need had apparently been filled; and that prospects were good for an increase in membership during the year to 250. There are less than 300 undertakers in Tennessee, and it is evident that the officers are aiming high; but it takes the added advantage of a good push and an indomitable spirit to accomplish anything, and the organization headed by President Jones and Secretary Norvell, expect to go over the top in 1920. The greatest test of course of the sectional meeting plan is the second year it is tried. Tennessee expects to try it again in supporting the methods of the membership committee and officers to reach the 250 mark. Tennessee, by the way, has a membership percentage which now, after this 1919 meeting, is at least 5 per cent. higher than for the country at large, and this result was secured after they came down to the date for the meeting to open with a percentage less than 12 or 18 per cent. lower than the National grand average.

In giving this matter publicity, I am simply calling on Association officers to witness the results of the initial test of the sectional meetings, or annual Convention on the sectional plan.

There is just as much need for proper effort on the part of the officers as from the membership at large. A good diversified program, short of "mutual admiration" will earn the attendance of more undertakers than any other form. This logic is based on Emerson's well-known and widely-quoted "Law of Compensation."

It is the selfish duty of every undertaker to attend his annual Association meeting. From the most selfish standpoint he needs the meeting as much as it needs him. The amount of money involved in the trip will be nill if he benefits by it, such as he will benefit when he enjoys a real meaty meeting with the cheap humor and irrevelent matter cut out. If a State programme is not in that class, then, it is to some extent the fault of the programme if the attendance and membership list does not grow to hitherto unknown heights.

Convention Near at Hand

THE big annual conventions are coming near at hand. The Saskatchewan Embalmers' and Funeral Directors' Association will convent at Moose Jaw towards the close of this month with Prof. R. U. Stone, of Toronto, as lecturer and demonstrator.

The Western Canada Association will hold their 15th annual Convention at Winnipeg, on July 2, 3 and 4, with Prof. W. P. Hohenschuh in charge of the post graduate work.

C.E.A. Convention.

The dates for the C.E.A. at Toronto are September 2, 3 and 4. A big programme is being made ready. This year's convention will be known as "Reconstruction Convention," and the slogan adopted is "Get together in large numbers," so it is hoped that the 1919 meeting will be the largest ever.

Prof. Renouard, of New York, will again lecture and demonstrate at the convention, and take charge of the school during the week previous to the convention. The examinations will be held by the Ontario Government Board the day following the close of the Convention, Friday, September 5th.

An added feature, which it is hoped will be a number this year, is being arranged for by Secretary Matthews, in Prof. Clifford G. Askin, of Indianapolis, a practical embalmer (and still working in the profession), who has a great lecture to deliver on "Better Business Methods for the Undertaker." More will be said of this later when arrangements are completed.

The picnic and games will be enlarged this year. The circus posters are out for the "greatest show on earth," and the programme will be mailed around July 1st.

Prepare now for your attendance at the big convention, and bring along your family.

"Get together in large numbers."—It is Reconstruction Year.

INFANT MORTALITY DECLINING.

Writing in 1906, George Newman, the recently appointed principal medical officer of the Local Government Board of Great Britain, said, in reference to infant mortality: "Infants still die every year much as they did in former times." The recent (48th) Annual Report of the Registrar-General of Ontario indicates that baby lives are being saved in that province, for, in 1908 the rate of infant deaths to births was 125 per 1,000 births; and, with the single exception of 1909, when the rate rose to 129, it has gradually fallen to 92 i n1917. During the decade the rate in the rural municipalities shows a steady decline from 109 per 1,000 births in 1908 to 83 in 1917.

Motor Funeral Equipment

Our new factory, with its 22,000 square feet of floor space, well equipped with the latest machinery for woodworking purposes, can now supply you with the latest designs in funeral equipment. Motor hearses, ambulances, limousines, combinations, and sedan bodies of a high order on display at our factory showrooms will command the attention of the discriminating buyer.



Illustration of the Wattman-Kalbfleisch factory, 178 ft. x 96 ft. 22,000 sq ft. floor space

Wattman-Kalbfleisch Hearses and Ambulances have that dignity and superiority that will build prestige for you. Get in touch with us to-day—we will be glad to quote you prices on your requirements.

The Wattman-Kalbfleisch Car Body Company Ltd.

STRATFORD - - ONTARIO

WESTERN CANADIAN COFFIN FIASCO.

The report of the scheme alleged to have been launched by the farmers of Alberta and Saskatchewan to build their own coffins and sell them at "reasonable" rates, which has figured in the press recently, has received its quietus in the following letter sent to and published by The Sunnyside by a prominent funeral director of Medicine Hat:

I read with interest, writes J. Jessop Nott, your item regarding Alberta and Saskatchewan undertakers, in which you ask several of us to reply. I am afraid that if I try to explain in detail it would exhaust your patience and the available space for these articles. However, I shall try to be as brief as possible.

During the "influenza period," if I may call it that, the funeral directors, as well as others, whom I shall call "coffin sellers," were hard pushed for caskets and coffins. I have been told that in some parts of our Province a few men so far forgot themselves as to charge exorbitant prices for the caskets they were charge exhorbitant prices for the caskets they were lucky enough to have in stock. I am glad to say that as far as I have been able to ascertain the number of such men was very few, and that most of our undertakers were as reasonable in their prices as could be expected in the conditions under which we were forced to labor. I think that most of the "hold-ups" were from men who merely sell caskets and coffins, and were neither funeral directors nor embalmers.

Of course, we all had to increase our prices somewhat, because some of our goods had to be brought in by express from Winnipeg, about six hundred miles away. Some had to be forwarded from Ontario, over two thousand miles away. Cushing Brothers, of Calgary, did magnificent work in manufacturing plain caskets; but such was the demand that goods had to be shipped as I have stated above. We all had to add the extra cost of shipping to the caskets, but most of our undertakers added only this transportation item, and made no charge for trouble and delay in obtaining the goods.

I, for one, never held up anyone, nor did I send any goods C.O.D., unless instructed to do so. I still have some of these accounts on my books. Some of my patrons were so placed that they could not pay for a grave, so I bore the charge for them, and I must say that those who could do so paid me as soon as they themselves recovered from the "flu."

One of the members of our legislature at Edmonton brought up the matter of "hold-ups" and urged that all undertakers be licensed, and that the prices of caskets be controlled by the Provincial government. These reports were published in several of our Alberta papers.

This brings us to the cause of the whole trouble viz.: making the casket bear all the burden. This has been published so often that we are all familiar with the matter from end to end. I think that if we all do our work properly, charge a reasonable price for our goods, and charge for our services as we should, these complaints would not be running through our papers every day of so.

This reminds me of the reply an undertaker recently made to another business man who was exhausting his lung-power about the undertakers robbing the dead. After the other had run out of breath, the undertaker asked, "Say, will you tell me why you are always shouting your head off about the undertakers robbing the dead when you spend all your life robbing the living?" Needless to say, Mr. Businessman quit shouting.

Now, in reference to the farmers forming a co-operative plant, or club, or whatever it is, for the manufacture of coffins, etc. I must state that although it may be quite true. it is all news to me. The farmers around here are always willing to pay their good money if they can get what they want and the work done well. I have found that as a rule the farmer is just as particular in the burial of his loved ones as the people who dwell in our cities.

Hoping that I have made myself clear on this subject, I remain,

Yours very truly,
J. JESSOP NOTT.

INFLUENZA AND PNEUMONIA DISAPPEARING.

It is satisfactory to know from Government reports received for April that the epidemic of influenza, which has caused so many deaths in Ontario for the last six months, is disappearing very fast, as the marked decrease in deaths would indicate. During the earlier months of the outbreak the deaths were in thousands, and for the last month they have diminished to 137 for influenza and 341 for pneumonia. The deaths from all causes reported by funeral directors were 2,510.

Since the first of October the epidemic has been either the primary or contributory cause of nearly 10,000 deaths in Ontario. It will be observed, in the deaths for March, pneumonia caused 133 more deaths than Spanish influenza.

Deaths by Months.

October	3,015
November	2,608
December	1,568
January	1,512
February	812
March (Influenza, 285; Pneumonia, 418)	703

Cities and towns reporting the most deaths are: Toronto 56, Hamilton 29, London 4, Sault Ste. Marie 10, Ottawa 8, St. Catharines 7, Woodstock 5, Fort William 17, St. Thomas 2, Chatham 2, Sarnia 3, Stratford 4, Niagara Falls 3, Sudbury 2, Mattawa 2, Timmins 2, Wallaceburg 2, Paris 3, Chesley 2, Carleton Place 2, Hastings Village 2, Port Dover 4, Oshawa 2, Lancaster 2, Windsor 11, Vankleek Hill 4.

NEW USE FOR HEARSES.

According to advices to the Toronto Telegram from Boston, Mass., the advent of motor vehicles for funerals has thrown a large number of the old-style hearses on the market. They are being bought by dealers in the Maritime Provinces, and it is reported that 50 have already been shipped there.

It is said that the purchasers are putting the hearses to new uses. Instead of being used for conveying the dead, they are employed in some places in Nova Scotia to collect poultry. The rear doors are removed and the opening covered with slats, and the chickens and fowls are carried alive to market. Other hearses have been converted into peddlers' wagons!

Next!

COOL FOR HOT WEATHER.

"Where are you going, John?" asked our friend Cobbledick of Jack McLaughlin.

"To raise the wind."

"What for?"

"To meet a draft," replied Mac.

SERVICE IN DESIGNS

DOMINION SERVICE

SERVICE IN QUALITY

BRANCHES

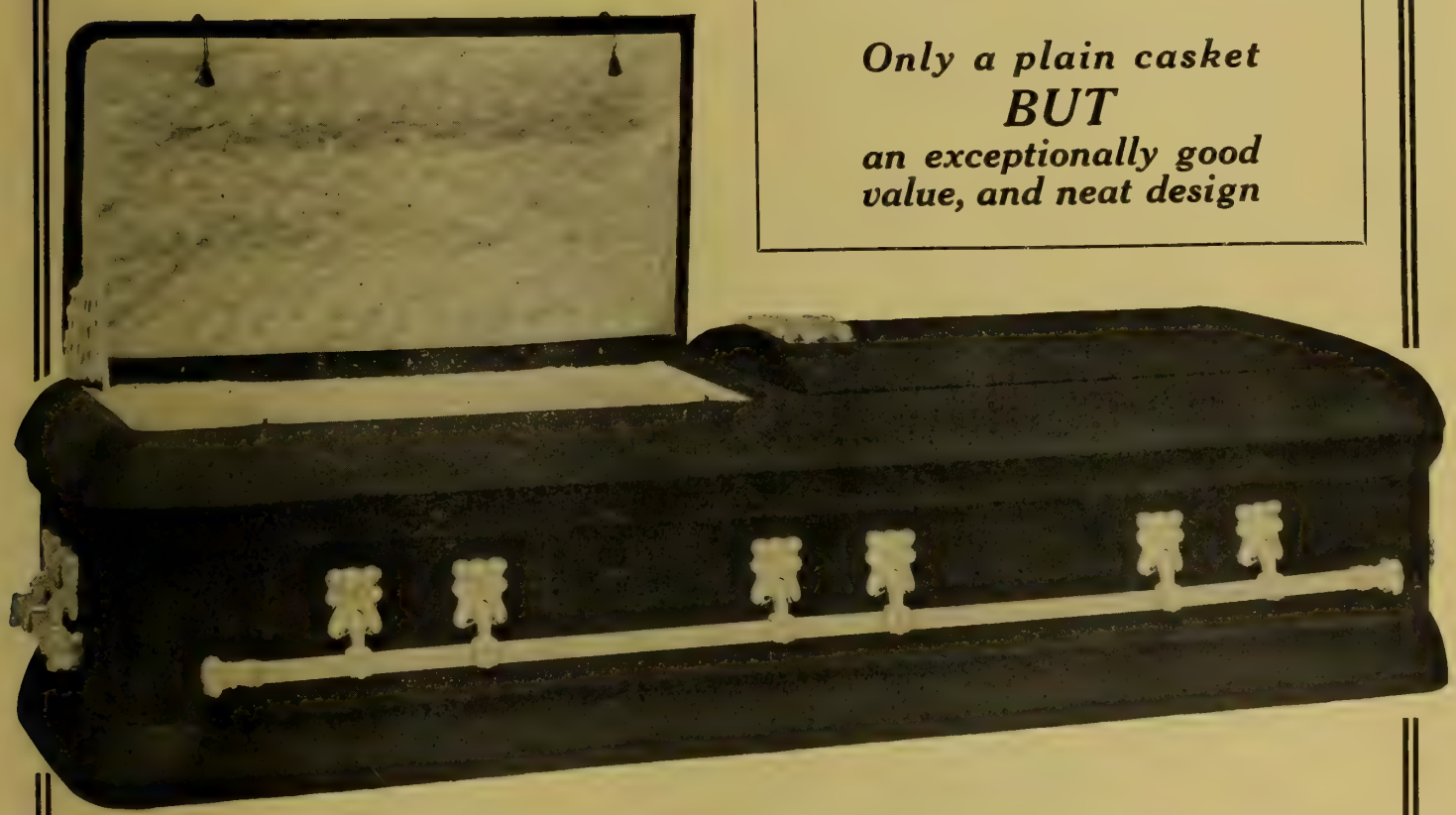
National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited London, Ont.
Girard & Godin, Limited Three Rivers, Que.

The Semmens & Evel Casket Co., Hamilton, Ont. Limited
Christie Bros. & Co., Limited Amherst, N.S.
The Semmens & Evel Casket Co., Winnipeg, Man. Limited

The D. W. Thompson Co., Limited Toronto, Ont.
Girard & Godin, Limited Montreal, Que.
Vancouver Casket Co. Vancouver, B.C.

BE PREPARED for our "GRAND ANNOUNCEMENT"

Only a plain casket
BUT
an exceptionally good value, and neat design



No. 659 H. P., with No. 1254 Extension Handle used

When clients demand that "something plain"—have it on the floor

"Our Oak and Mahogany Caskets cannot be surpassed"

Dominion Manufacturers, Limited

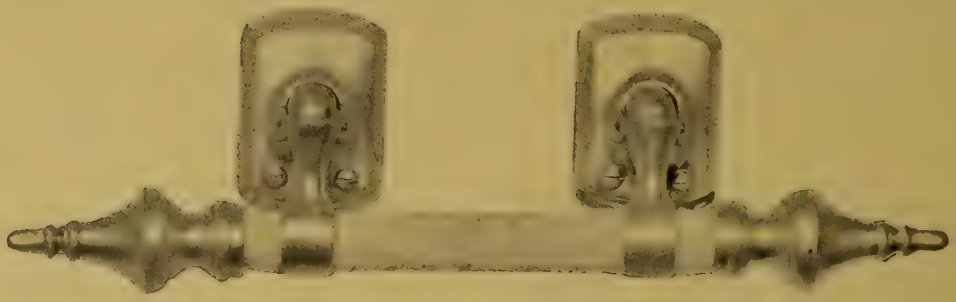
Head Office:
109 Niagara St., Toronto, Can.

BEST QUALITY

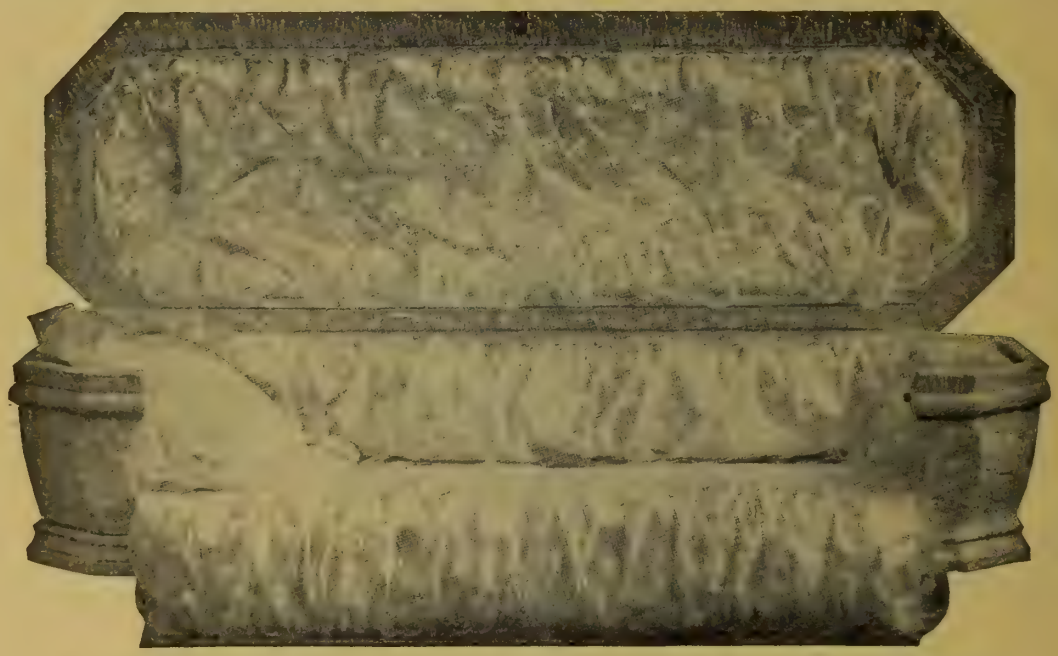
DOMINION SERVICE

NEAT DESIGNS

Statistics show child mortality very high during hot weather. Our designs are unexcelled—Our service is at your command.



No. 1050 Handle. Size, 9⅝" x 2⅞"



No. 701 Couch. Embossed white plush, drop side, full lid. Beautifully upholstered in Louisine, including pillow

Our "Grand Announcement" means much to you. Watch for it

"Our line is complete and our organization is at your service"

Dominion Manufacturers, Limited Head Office: 109 Niagara St., Toronto, Can.

Professional Notes

J. C. Glave has purchased Joe Vaughan's business at Scotland, Ont.

Forest firse are responsible for the deaths of eight Indians near Cold Lake, Sask., recently.

Mr. J. B. McIntyre, St. Catharines, Ont., has been very ill. He is improving of late, however.

Dr. Geo. W. Ferguson, the "Champion chemical man," with Mrs. Ferguson, is back in Toronto for the summer.

E. C. St. Amour (Reg'd.), funeral directors, Montreal, have dissolved. Miss Josephine C. St. Amour is continuing the business under the old name.

The Evel Casket Co., Ltd., Hamilton, Ont., are putting up a two-storey brick building, 40 ft. x 30 ft., for a varnish room. The cost approximately is $2,000.

L. W. Trull, 751 Broadview Avenue, Toronto, received news recently that his cousin, Gordon Trull, aged 18, of Darlington, Ont., was drowned in Lake Ontario. The body was recovered. Trull was out fishing with some others when the boat capsized.

D. M. Andrews, of Dominion Manufacturers, Ltd., has returned from his trip to the West, whither he went to successfully settle differences with employees at the Winnipeg plant. His stay in that city during the strike was a memorable one for him, he says.

Twelve prominent miners, of Dawson, Y.T., died about the beginning of the month, as a result of eating canned foods, supplied at a banquet the men attended. The poisoning is of a type known as botulis. Samples of the blood of the victims have been submitted to eminent bacteriologists for analysis.

The Halifax Undertaking Co., of Halifax, N.S., has by mutual consent, been dissolved, and merged into the Nova Scotia Undertaking Co. Mr. G. E. Nichols, one of the partners, and manager of the Halifax company, is stepping out and is open to accept a position. Anyone desiring a good salesman, first assistant, embalmer, or manager, may communicate with him. Mr. Nichols is a graduate of the Massachusetts School of Embalming.

WATTMAN COMPANY ENLARGING.

The W. H. Wattman Car and Body Company, of Toronto, have moved their plant to Stratford, Ont. The company will now be known as the Wattman-Kalbfleisch Car and Body Company, Limited. A woodworking factory, 178x96 feet, has been acquired, with a floor space of over 22,000 square feet. This plant is efficiently equipped with the latest machinery for woodworking purposes. The new company will be in a position in a short while to make almost immediate shipment of hearses, ambulances, limousenes, sedan bodies, etc., built for various chassis.

Hearses will be built and placed on the showroom floor so that visiting funeral directors will be able to see the quality of workmanship and materials used.

The W. H. Wattman Car & Body Company have been handicapped for some time in Toronto, as they had not sufficient room in their factory to paint the bodies, the work being taken to another building. In the new factory a properly equipped paint shop, efficiently manned, will take care of this work.

SITUATION IN WINNIPEG.

According to a despatch to The Toronto Telegram, the undertakers of Winnipeg say that during the great strike there the angel of death must have been on strike. There were fewer funerals during the last three weeks of May than any previous May. This is particularly fortunate, as the "flu" cleared out all cheap varnished caskets. They were shipped from factories direct throughout the country where the demand was great. The cheapest cloth casket now is $65. If the bereaved is willing to forego choice of cemetery and does without carriages, a funeral now costs him ninety, instead of fifty dollars. Infants can be buried as before for ten dollars.

Grave diggers were on strike for the first couple of days in the city cemetery only. They now work by permission of the Strike Committee. It is a busy time for them on account of the large number of bodies in the morgue during the winter. It is impossible to notify poor people by letter when interment takes place. The poor cannot be reached by phone. The bodies are placed in graves, which are left open some time for the arrival of friends. Clergymen attending the city cemetery say flies are around in disgusting numbers.

One undertaker had forty morgue funerals scheduled for one day. Bodies will not be accepted by express as before, when two first-class tickets carried the casket and delivered it. They can, however, be shipped as baggage if placed on the car and accompanied by a man and two tickets.

CARANAC
EMBALMING FLUID

Those that use this fluid do not believe there is a better one.

Our increase in business each year testifies as to its merits.

It produces the best results every time.

LET YOUR NEXT ORDER BE CARANAC

WE SHIP PROMPTLY

Caranac Laboratory
Peterborough - Ontario - Canada

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels, Ph. G.

ARTICLE IX

THE CAROTID ARTERY.

THE right common carotid artery has its origin in the innominate artery, which is a short branch from the arch of the aorta.

The carotid artery is beneath the clavicle or collar bone, from whence it extends to the angle of the jaw bone.

First as to the location of the right common carotid.

It is a branch of the arteria innominata, and rises from behind the right sterno-clavicular articulation, and proceeds in a direct line to the upper border of the thyroid cartilage, about opposite the angle of the jaw bone, where it divides into the external and internal carotids. The direct course, then, of the right common carotid artery is from the sternal end of the clavicle to the mastoid process, a point indicated by the lower lobe of the ear.

To raise this artery for embalming purposes, mark out a line as indicated, and choose for the point of incision its lowest part, as near the clavicle (collarbone) as possible.

Make an incision directly on a line across the centre of the body at the upper end of the sternum bone, between the angle or articulation of the right and left clavicle. This will enable you to take up either the right or left carotid artery, and it may be desirable to get them both up for the injection of the head, in the event that the body is posted or that an aneurism or leakage is discovered, where injecting downwards will produce a flushed condition of the face and the blood may not be taken readily away, or in cases where congestion of the blood has occurred one, two or three days previous.

Direct circulation always has advantage over general circulation, inasmuch as it is forced into the channels instead of just penetrating, and as this incision admits of raising either or both of these arteries, it is most desirable to the careful operator.

Lineal guides there, by the group of muscles, which we might term the mastoid muscles—these on the outside, and the trachea, or windpipe, on the inside—direct our forefinger, which is used to separate the superficial as well as deep-seated fascia, and directing our finger towards the head, instead of towards the body, soon guides it immediately on top of the carotid artery.

Some care should be observed not to rupture the jugular vein, which lies immediately beneath those muscles, and with care the carotid artery may be brought to the surface through an incision not longer than one or one and one-half inches at the most, without causing any rupture of the veins, which would give immediate annoyance.

Special attention should be given in your first efforts in raising the carotid artery to realize that while with your forefinger you have separated the deep fascia surrounding it on the top, and, perhaps, on the sides, you have your aneurism needle, which is of great assistance to you in raising this artery, pushes through this fascia on the lower side; but this only admits of your drawing the artery up by pressing away the tissue with your forefinger, while with the other hand you separate and push away this fascia, gradually allowing the artery, which is on your hook, to come through to the surface, and so continue until you can pass your finger and instrument beneath the artery.

With your blunt-end aneurism needle you then can separate the tissue off the outside of the artery until it comes out clear and clean and the artery is separated from all of the adhering tissue. As the artery is flexible, particularly so at this region, you will find that it will come to the surface freely and easily, and be accessible for injection both up and down.

Raising the artery at this point, pass two pieces of silk or string under it as it lies in position for making the incision with an instrument handle placed under it, one piece at the lower, the other at the upper end.

The easiest, quickest and surest way of making an incision in the artery is to raise it over a separator or a piece of wood, and enter the point of your sharp scalpel in the middle of the artery and cut outward.

In this way you cut the three coats clear and clean, and have no difficulty in getting into the canal, nor danger of severing your artery in twain, an accident which would make bad work, as the elasticity of the artery carries the severed ends out of sight at once, and you are forced to seek them with much painstaking—the one far up in the neck, and the other part in an opposite direction.

Too much care cannot be used in this simple little operation. Be sure the incision penetrates the canal of the artery, as it happens occasionally by the longitudinal cutting that the cut only reaches through the first or second coat or tunic. In such a case there is trouble again, for the operator is no better off with only the first and second coat penetrated than he is if no incision had been made.

Another test which I invariably use is by means of the director, or fascia needle, a little instrument which is half curved, has a crevice, and also a flat end, which enters the artery very easily and shows definitely whether the incision is made of sufficient size.

This instrument is used as a protection against the blunt end of the embalming tube, and should always accompany it, placed with the crevice down so as to direct the artery tube. It is about six inches in length. Place the director in the canal down towards the body, and allow it to enter as far as possible. Usually, on withdrawing it, a few drops of blood will follow, thus affording a sure, easy test.

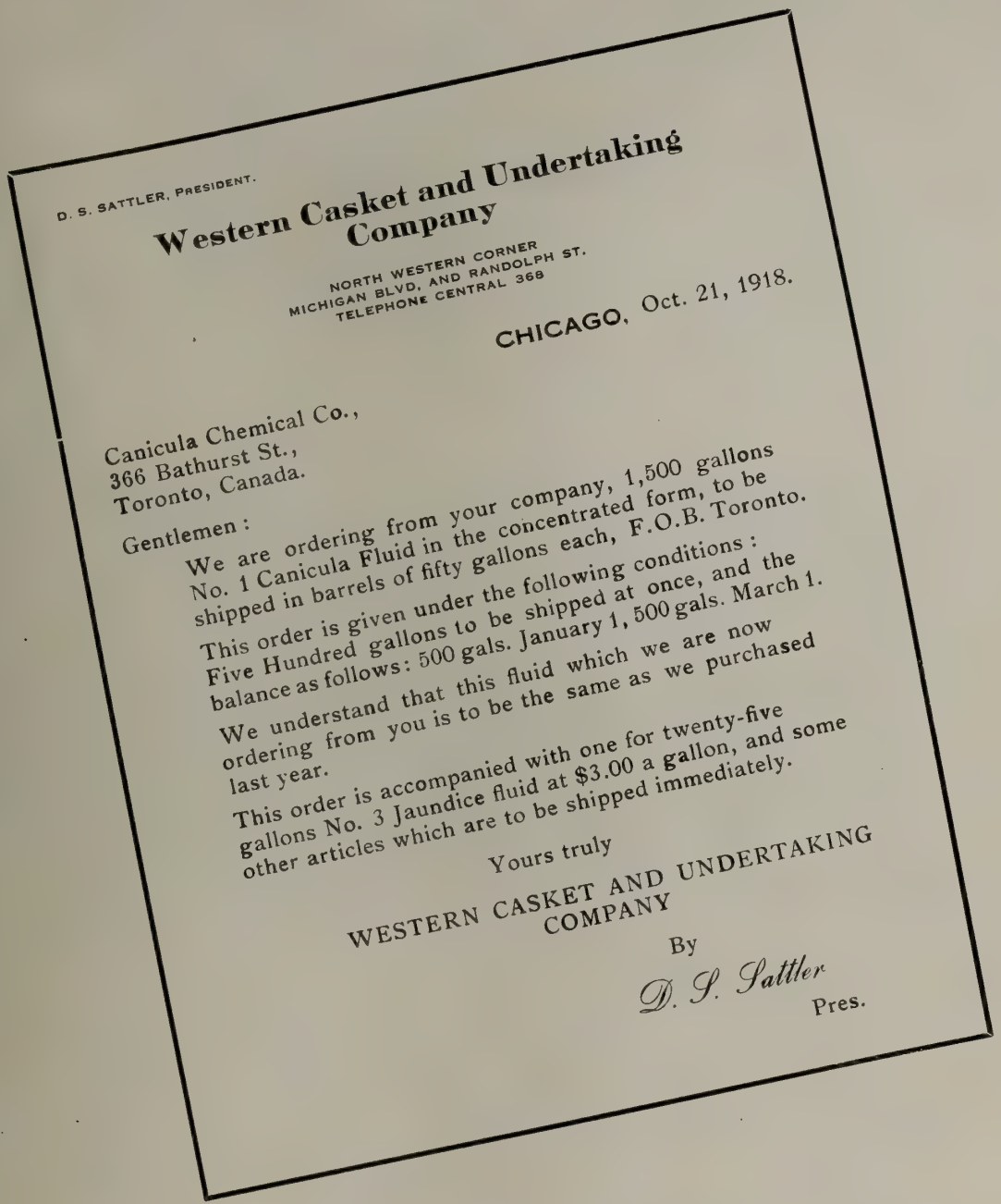
(*To be continued*)

ENLARGING HIS FIELD.

W. A. Britton, having sold his business at Grand Valley, Ont., has purchased the furniture and undertaking business of Hermiston & Co., at Listowel, Ont. "Will" is well-known to most members of the C.E.A., having been a "regular" at the annual conventions of that body for the past twelve years.

In his new business at Listowel Canadian Furniture World and all his friends in the furniture field and funeral directing profession wish him the greatest success. Mr. Britton, as a furniture dealer, will handle all kinds of home furnishing—pianos, organs, phonographs, musical instruments, carpets, curtains and furniture for every room in the house.

CANICULA—the Superior Fluid



D. S. SATTLER, PRESIDENT.

Western Casket and Undertaking Company

NORTH WESTERN CORNER
MICHIGAN BLVD. AND RANDOLPH ST.
TELEPHONE CENTRAL 368

CHICAGO, Oct. 21, 1918.

Canicula Chemical Co.,
366 Bathurst St.,
Toronto, Canada.

Gentlemen:

We are ordering from your company, 1,500 gallons No. 1 Canicula Fluid in the concentrated form, to be shipped in barrels of fifty gallons each, F.O.B. Toronto.

This order is given under the following conditions: Five Hundred gallons to be shipped at once, and the balance as follows: 500 gals. January 1, 500 gals. March 1.

We understand that this fluid which we are now ordering from you is to be the same as we purchased last year.

This order is accompanied with one for twenty-five gallons No. 3 Jaundice fluid at $3.00 a gallon, and some other articles which are to be shipped immediately.

Yours truly

WESTERN CASKET AND UNDERTAKING COMPANY

By *D. S. Sattler*
Pres.

This 1,500 gallons of fluid will make 27,000 bottles of Concentrated Fluid. They know what CANICULA will do when they buy this large quantity. Place YOUR order to-day for that velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY

Phone: College 3097 **366 Bathurst St., TORONTO, Canada**

SHOULD FUNERAL DIRECTORS ADVERTISE?

Practical embalmer tells of his method for getting publicity—Service featured in a dignified way—What not to do

Address by J. A. Willwerscheid, St. Paul, before Minnesota Funeral Directors' Association.

THE question of advertising is a potent one for the funeral directors of Canada and elsewhere. It is, therefore an interesting topic just now and readers will note the points made for the affirmative in this address, reprinted from Sunnyside.—Editor.

Should a funeral director advertise? Funeral directors, as well as other concerns which are merchandising their service, as well as stock in trade, should advertise, and by doing so would gain recognition and respect of the general public.

A new resident of the city, should he need the service of a funeral director, might be sadly embarrassed in employing one who lacked the diplomacy or courteous treatment that should be a factor in the advertising of a funeral director who is worthy of these things. The funeral director who will advertise through the newspaper, either by small professional cards or by larger display, setting forth the facts pertaining to his profession, that he maintains modern equipment and employs attendants who are courteous and tactful, will do the public a lasting benefit, and for himself will secure the benefits that accrue from modern publicity.

Liberality on the subject of advertising for a funeral director is becoming more marked as time passes. There was a time when an undertaker using any sort of advertising space was frowned upon most positively. To-day ethical advertising is advocated by many of the leading members of the profession in this country.

I believe in the publicity that clean, dignified advertising gives to anything that makes for better health, better living, greater pleasure, and the general welfare of mankind. I have read and re-read the Code of Ethics. Still my views remain unchanged.

Possibly a study of the meaning of the word "ethics" may give some light on the subject? The dictionary defines it as :"The science of right conduct and character; the science which treats of the nature and grounds of moral obligation and of the rules which ought to determine conduct in accordance with this obligation; the doctrine of man's duty in respect to himself and the rights of others; a particular system of principle and rules concerning moral obligation and regard for the rights of others, whether true or false; rules of practice in respect to a single class of human action and duties."

Note, if you please, those four words, "Whether true or false." These would indicate that there are right ethics and wrong ethics. Some funeral directors may consider advertising wrong and others may say it is right. Who shall be the judge except the man deciding for himself whether he shall or shall not advertise?

The merchant has one thing to sell, and that is merchandise. The physician, surgeon, dentist and lawyer have only service to sell. The funeral director has both merchandise and service to sell.

The merchant carries his newspaper advertisement and no one considers it unethical. Professional men do more or less advertising, and they are not spoken of as unethical. Some of the best in the country keep their names before the public and are not criticized for it. In almost any daily paper will be found their advertisements, more or less displayed.

If I know in my own mind that I have better personality; that I am a better embalmer, a better funeral director, than my competitors; if I have been told so, time and again, by those who have no more interest in me than my competitors, why should I be deprived of the right to tell the public that I can serve them better than the other men? I cannot advertise that I have better caskets, better interiors, better hardware, etc., because I have not. Any man with cash or credit can buy just as good goods as I can; so I must get my business and make it grow by nothing else than better efficiency, better methods, and better service.

I admit that a man who has these gets some advertising through his friends by reason of their recommendation, but he wants to reach the class with whom he is unacquainted, and who perhaps have never heard of him. He cannot do it except through some method of advertising.

Why is it that one undertaker will forge ahead of all competitors? What is it that builds business for him? Just one thing: Impression.

Funeral Directors

LYN BRANCH
Arrangements Through
MR. C. M. TAYLOR, Druggist

NEW DUBLIN BRANCH
Arrangements Through
MR. S. C. HAWKINS, Merchant

We are prepared to give these new branches prompt service. All work absolutely guaranteed. Charges reasonable and one price to all.

Night and Sunday Phone 414. Day Business Phone 481.

All Calls Promptly Responded to Night or Day.

C. E. Johnston Co.

15-17 King Street West

Brockville, Ont., Next to Revere House

The advertising question comes up from time to time at most meetings of funeral directors. Here is how an Ontario firm gets publicity by taking space in the local paper. Ad. is greatly reduced here.

Converted Hearses

To look at the illustration below, would you believe that it had been doing service for many years in Toronto as a horse-drawn hearse? Body was taken from a Guy hearse, lengthened and placed upon a lengthened Willys-Knight chassis. Job completed in our own factory.



CONVERTED FOR A. W. BARTLETT, TORONTO.

We will be glad to quote you on converting your horse-drawn vehicles into MODERN equipment. With the present high cost of materials, a great saving can be effected in this way.

Write us to-day for price on your requirements

Hards, Timpson & Company

188 Strachan Avenue - TORONTO

Do you want to attract the "quality" because of your locality? Here's the secret: "Success breeds success." Successful people like to deal with successful people. So impress your townspeople with your success. The impression will spread far beyond the locality you are now serving and attract business from other localities. And the impression of success is bound to create confidence, which means a still greater asset in attracting business from the masses as well as from the classes.

How can you best impress your success on these people? By creating an atmosphere of elegance, richness, luxuriousness and dignity around your establishment and furnish the very best service possible; but you must have some townspeople know that you are in position and equipped to give that service.

I am absolutely opposed to cut-rate advertising, or such a thing as placing a cut of a casket in an advertisement or referring to death in whatsoever way, or anything that lowers the dignity of the profession; for if any profession should be dignified, it is that of the funeral director.

In the last four years I have prepared a series of advertisements—cards to be used in street cars—which keeps my name before the public in such manner that will not lower me in the estimation of my patrons, and which will attract new ones. I believe that this method of advertising gives the most publicity possible, since the card is before the public twenty-four hours a day, as the cars run day and night.

I have a number of the cards with me which I would like to show you for your approval. If any of you at any time wish to take up this method of advertising, I will be only too glad to furnish you with a copy of any of them.

If any undertaker, however prejudiced he may be against advertising his profession, can look upon these cards and find anything therein to shock the sense of decency, of dignity, or of ethics, then I will apologize for having consumed your time. (Mr. Willwerschied then exhibited thirteen different street car cards, which he has used, showing views of the exterior of his funeral home, of the reception parlor, the funeral parlor and several pertaining to the undertaking service which his organization was prepared to render to the public).

We change them every three months and run them in delicate colors, occasionally using white for a change. Up to the present time I have not heard any criticism on the advertising. At first I was afraid that there would be considerable; but I have heard none, and have lost no trade. I have held my trade, although there is no way of tracing whether this is the cause or not; but we have had four or five firms start in business, and I must give this some credit. We know keeping your name before the public continually will make a lasting impression. Newspaper advertising is another proposition. I believe this is the best spent money for advertising I ever did in my life. I believe it is the only really dignified advertising that can be done.

ALBERTA TO REGULATE PRICES.

The Legislature of Alberta has, says "The Retailer," a business paper published in the West, by adopting in committee of the whole, an amendment to the Public Health Act given the Provincial Board of Health the right to determine the price that shall be charged for coffins in the province of Alberta, George Hoadley, leader of the Opposition, brought up the subject in discussing an amendment offered by Hon. A. G. MacKay, minister of health and municipalities, which gives the board authority for "the licensing of undertakers and enbalmers and the prescribing of qualifications for the admission of such persons to practise in the province" and also "the charges that may be made by undertakers for the burial of the dead."

PROMINENT MARITIME FUNERAL DIRECTOR DEAD.

R. C. Durling, funeral director and an esteemed citizen and native of Bridgewater, N.S., died at his home there on May 15th, after two weeks' illness. He leaves a widow, formerly Miss Florence Seaboyer, of Lunenburg; a son, Ray, of the Bank of Canada, in Montreal; and a daughter, Miss Rita, at home. Mr. Durling, besides being an undertaker, also carried on carriage manufacturing for many years, succeeding his father, the late Isaac Durling. Mr. Durling was in his 61st year. The funeral took place on Saturday afternoon, May 17th, at four o'clock, the Oddfellows attending in a body, Rev. J. G. Stones, pastor of the Methodist Church, officiated.

An old friend of Mr. Durling, G. Elburn Nichols, of Halifax, in commenting on his death, says that R. C Durling was one of the finest in the profession in Nova Scotia. When Mr. Nichols represented the National Casket Co., in the Maritime Provinces in 1911-1913, he says it was always a pleasure to call on Mr. Durling. The latter was a past president of the Nova Scotia Funeral Directors' Association, and was rarely absent from the annual meetings.

PREPARING FOR HAMILTON PICNIC.

Wednesday, July 16th, is the day selected for the annual furniture dealers and travellers' picnic at Hamilton. At the first meeting of the Associated Furniture dealers of Hamilton and the travelers, held at the Royal Connaught Hotel, that city, on June 6th, the following general and sub-committees were appointed to look after the picnic arrangements:

Hon. President, Frank E. Walker; President, G. O. Luke; Vice-President, James Davidson; Secretary-Treasurer, Kirke H. Green.

Finance Committee—Herbert Simpson (chairman), W. J. Nash, Joe Coonan.

Invitation Committee—W. J. Nash (chairman), E. F. Kelly, John Young, James D. Dore, J. Montgomery, P. A. Somerville.

Grounds and Sports Committee—H. Simpson (chairman), Murray Souter, Ralph Smith, Bert Menzie, W. Beney, P. A. Somerville, Frank Walker, W. Hammond, J. Montgomery, Harry Thompson.

Refreshments—John Davidson (chairman), W. Stern, Max Epstein, J. Montgomery, Frank E. Walker.

Reception Committee—Robt. Johnson (chairman) R. Stoutt, J. Montgomery, J. W. Dore, P. A. Somerville, Frank E. Walker, M. S. Glascoe, W. R. Dalby.

Speakers and Entertainers—G. O. Luke, Jas. Davidson, K. H. Green.

Printing and Programme—F. E. Walker, W. Stern, J. Montgomery.

The skin in the living is a protective covering, an organ of feeling, an organ of elimination, and it also has a special function of ascertaining temperature.



ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
57 King Street West.
Blachford & Sons,
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Geo. J. Chapman
742 Broadview Ave
Phone G. 3885
Ambulance service.
Cobbledick, N. B.
1508 Danforth Ave., and
2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
J. A. Humphrey & Son,
463 Church St.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Index to Advertisers

B

Bemister, H. A. 11
Brandt, F. C. 20

C

Canada Furniture Mfrs. 9
Canadian Feather and Mattress Co... 16
Canadian Rattan Chair Co. 13
Canicula Company, Limited 53
Caranac Laboratory 51
Carter, F. T. 38
Champion Chemical Co. ..... i.b.c.
Chatfield, C. B. 38
Chicago Exhibition Bldg. Co. 17

D

Dominion Oilcloth Co. 18
Dominion Manufacturers 49-50
Dupont Fabrikoid Co. 19

E

Eckels, H. S. & Co. 57
Egyptian Chemical Co. 38

G

Gendron Mfg. Co. ..... i.f.c.
Grand Rapids Market Assn. 15

H

Hards-Timpson Co. 55
Hourd & Co. 16

I

Imperial Rattan Co. 6

K

Kindel Bed Co. 7
Knetchel Furniture Co. 10

L

Life Long Furniture Co. 38

M

Marshall Sanitary Bedding Co. .... i.f.c.
Maxwell Mfg. Co. 44
Matthews Bros. 14
McLagan Furniture Co., Geo. 4-5
Meaford Mfg. Co. 10-11
Morlock Bros 11
Musical Merchandise Co. 20

N

N. A. Furniture Co. 11
National Table Co., Ltd. 11
North American Bent Chair Co. 8

O

Owen Sound Chair Co. 11

P

Pathe Freres Phonograph Co. 44
Phillips Mfg. Co. 8
Phonola Co., The 43

Q

Quality Mattress Co. 14

R

Robertson & Co., P. L. 38

S

Shafer & Co., D. L. 14
Steele & Co., Jas. 11
Stratford Chair Co. 3
Stratford Mfg. Co. 6

V

Victoriaville Furniture Co. 12

W

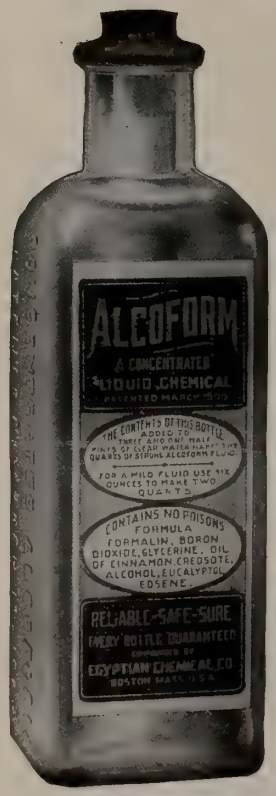
Walter & Co., B. 16
Wattman, Kalbfleisch Car Body Co.. 47

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Larger Bottles filled up with water

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Egyptian Chemical Co. Boston, U.S.A

For Sale / Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents. If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order—no accounts booked.

EXPERT EMBALMER and funeral director, now engaged at present, would take position as manager of undertaking department of large firm. Also has practical knowledge of the furniture trade. Churchill and Ould, Huntsville, Ont.

FOR SALE—Combination Hearse and Casket Wagon on extended Ford Chassis, in excellent condition. For further particulars address McCabe & Co., 222 East Queen St., Toronto.

WANTED—A second-hand hearse, must be in good shape. Churchill and Ould, Huntsville, Ont.

FOR SALE—Excellent all black hearse team of mares, five years old; guaranteed sound and reliable in every way; clean limbed. Full particulars by applying to Thos. A. Jebb, Cookstown, Ont. m-j

FURNITURE WORLD
"Want Ad's"
BRING BIG RESULTS

TWINS!

CHAMPION EMBALMING FLUID WITH "KOSMOLEUM"!
TWINS in excellence!
TWINS in operation!

Champion Embalming Fluid has maintained its present standard of excellence for more than FORTY YEARS. Sentiment in its favor is overwhelming, North, East, South, and West.

KOSMOLEUM—the old-established Champion Massage Cream, with a new name—a new dress—a new use.

KOSMOLEUM—used in the same old way as a massage, gives a life-like expression and texture to the skin, and by external application facilitates arterial injection.

NOW—FOR ITS NEW USE! INJECT KOSMOLEUM **WITH** CHAMPION EMBALMING FLUID! Its use in this way INSURES splendid arterial circulation as well as imparting to the embalmed body a life-like appearance, **IMPOSSIBLE TO GET IN ANY OTHER WAY.**

KOSMOLEUM AND CHAMPION EMBALMING FLUID—TWINS!

SEPARATE—They are winners!

BUT, AS A TEAM—They surely "pull the load!"



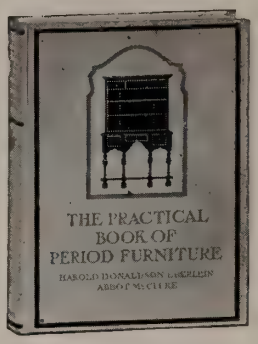
Compounded and Sold by

The Champion Chemical Co., Springfield, Ohio U.S.A.

Dr. G. W. FERGUSON, Canadian Manager
52 Leuty Ave., Kew Beach, Toronto.

Canadian Manufacturing Plant, WINDSOR

ALL DEALERS WHO WISH TO KNOW ALL THEY CAN ABOUT PERIOD FURNITURE, ORIENTAL RUGS AND AMERICAN ARTS AND CRAFTS SHOULD SECURE THESE SPLENDID VOLUMES.



The Practical Book of PERIOD FURNITURE

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

With 250 illustrations. A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo, handsome decorated cloth, in a box, $6.10. Postage paid.

The Practical Book of ORIENTAL RUGS

By G. GRIFFIN LEWIS.

New Edition, Revised and Enlarged. With 20 illustrations in full color. 93 illustrations in doubletone. 70 designs in line. Folding chart of rug characteristics and a map of the Orient. Octavo, handsomely bound, in a box, $6.10. Postage paid.

The Practical Book of EARLY AMERICAN ARTS AND CRAFTS

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURF.

American glass, Mexican majolica and glass, American ironwork, copper, brass, lead and tin, needlework, silverplate and goldsmithing, pewter, pottery, decorative painting on household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. 232 illustrations. Octavo, handsome cloth, in a box. $6.10. Postage paid.

CANADIAN FURNITURE WORLD and THE UNDERTAKER

32 Colborne St., TORONTO, Ont.

CANADIAN

FURNITURE WORLD

and the UNDERTAKER



No.
In the County Court of the County of
vs.
This Exhibit No.
is produced by the
this
A. D. 19

July, 1919

Published by THE COMMERCIAL PRESS, LIMITED, 32 COLBORNE STREET, TORONTO

The Gendron Mfg. Co., Limited

Baby Sleighs and Rail Sleighs

Our new designs in Baby Sleighs of combination wood and reed, finished in different colors, are meeting with the same good success as our line of carriages.



For a full line of sleighs see our big **Flexible Silver Flyer** and **Silver Bird Line.** Everything in sleighs. Order early.

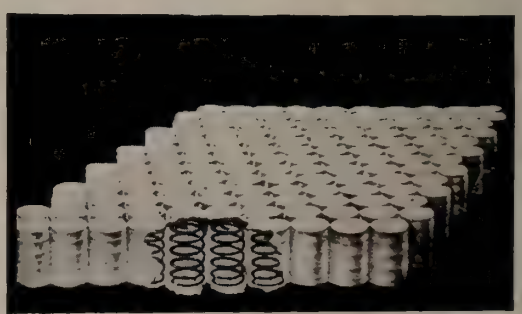
THE GENDRON MFG. CO., LIMITED, TORONTO, CAN.

TRADE MARSHALL SPRING MARK PATENTED

Assure Satisfaction by Demanding Marshall Label

The furniture dealer who counts success should see to it that the upholstered chesterfields and chairs which enter his store bear the ***Marshall*** Trade Mark. The Marshall label assures a quality cushion that will give the customer satisfaction. It also makes selling easier because the discriminating customer of to-day knows and looks for the Marshall trade mark.

The Marshall label spells Satisfaction for the customer and Success for the dealer.



Marshall Ventilated Mattress Company, Limited

WEST MARKET STREET, TORONTO

STRATFORD FURNITURE



373 Extension Table

From Our New Catalog



1686-1 Diner

Diningroom Suite

in

Quartered Oak only.

Fumed,
Golden, or
Old English finish.



419 China Cabinet

Put this suite on your floor at once.

IT WILL SELL



677 B. Buffet

The quality will satisfy, and the price is low enough to make a nice profit on the turnover.



1686-5 Diner

THE STRATFORD CHAIR CO., LTD. - Stratford, Ont.

STRATFORD FURNITURE



5080—Buffet



5088—Buffet



5087—Table

Queen Anne

If you are looking for a period suite just a little better than you ever handled before, here it is.

This suite has all the features particular purchasers demand. Built, as it is, in the Queen Anne motif, its beauty of design and pleasing lines, and its inborn

The George McLagan

STRATFORD



2682—Diner

STRATFORD FURNITURE

Quality Suite

quality all appeal to the exacting buyer and connoisseur.

McLagan quality and experience is built into this suite, and its appealing beauty will add and stimulate trade among your customers who want the best.

Are you looking? Write



5080A—Buffet

urniture Co., Limited

ONTARIO



2682A—Arm Diner



5084—China Cabinet

STRATFORD FURNITURE

The "Imperial" Line
of Rattan Furniture



Shows value in every way—design, workmanship, finish. Every detail will stand your examination. We have the most select stock of tapestry, chintz and denim coverings in Canada.

Write us to-day for illustrations of our new designs



IMPERIAL RATTAN CO., Limited, STRATFORD, ONT.

Verandah and Lawn Furniture



No. 47

We specialize in furniture for the Verandah, Lawn, and Summer Home—a profitable line for the furniture dealer, especially at this season of the year.

The products of the Stratford Manufacturing Company will give your customers complete satisfaction, and invariably brings you repeat orders.

You will find our No. 47 and No. 11 quick sellers.

Place your order NOW !



No. 11

The Stratford Manufacturing Company, Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE

The Name KROEHLER
on
BED DAVENPORTS

speeds up your sales—stands for a uniform excellence of materials—and will command the attention of the most discriminating buyers of good furniture.

It pays to handle such merchandise—not only from a standpoint of their superior quality, but also of the enormous amount of publicity which they are being given through the efforts of our National Advertising. This is appearing in such mediums as The Ladies' Home Journal, Good Housekeeping, Delineator, Woman's Home Companion, and Pictorial Review magazines.

You had better anticipate your future wants now!!

Catalog and price list upon request

KINDEL BED CO., LIMITED STRATFORD ONTARIO

ADVERTISING THAT PAYS

WANT ADS BRING RESULTS

2 cents per word per insertion

THE CANADIAN FURNITURE WORLD

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

OUR CIRCULATION COVERS THE FIELD

2 cents per word per insertion

The Commercial Press, Limited, 32 Colborne St., Toronto

GOLD MEDAL LINE

CHESTERFIELDS

OUR DESIGNS SELL RAPIDLY

The workmanship is first class and the best quality materials are used, such as webbing, springs, canvas, tow, moss and hair.





We recommend you to order your phonographs, now, from us, for the fall trade. The cabinets are made substantial and strong; finish high class; designs are good; motors, tone arms, sound boxes and horns are the best made. Our prices and discounts are attractive. We have six years experience and know the secrets of this craft. It will pay you to try our Gold Medal Phonographs.

CALL AND SEE US—WE ARE SHOWING SAMPLES OF OUR MANUFACTURE.

The Gold Medal Furniture Mfg. Co., Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE

DESIGN AND COMFORT ARE COMBINED
IN THIS

Woeller, Bolduc Living Room Suite







Attractive matched suites of Chesterfield and two Arm Chairs recommend themselves for the well-furnished living room.

Every piece of Woeller, Bolduc upholstered furniture represents value. The materials are of the best grade and the workmanship is unsurpassed. The line is broad in scope and very reasonable in price.

Get in touch with us to-day in regard to your present requirements.

Our line will be on display from July 7th to 19th at our new showrooms opposite the G.T.R. depot, and within one block of the Kitchener and Waterloo car line. A cordial invitation to call and inspect our product is extended to the furniture trade.

WOELLER, BOLDUC & COMPANY

WATERLOO - ONTARIO

Profitable Lines for the Furniture Dealer

Ontario Woodworking Company, Limited

Toys and Novelties in Wood including Rocking Horses, Scooters, Mobiles and High Grade Children's Cutters.

Gem Crib and Cradle Company of Canada

Wheel Bassinets, Cradles, Baby Walkers, etc, also Reed Dolls Carriages.

A line worthy of your attention

C. H. Hartshorn

Baby Carriages,
Strollers,
Sulkies, etc.

E. H. Mahoney Chair Company

Folding and
Portable Chairs

During the Exhibition these lines will be on display at our showrooms at 8 Queen Street North. We cordially invite your inspection.

F. C. BRANDT, Representative

8 Queen Street North

Kitchener - Ontario

THE various products of the H. Krug Furniture Company present a unique opportunity to the dealer whose clientelle desires good furniture.

This furniture is good in every respect—distinctive in design, unusually well made, and handsomely finished—and it is priced within the reach of the average dealer.

Permanent display at our factory showrooms.

The trade cordially invited.

THE H. KRUG FURNITURE CO., LIMITED

KITCHENER - ONTARIO



Art Furniture

IS designed and built to give an unusual measure of service, in designs that are thoroughly good.

But it is in constructional features that its quality and superiority are most readily noted, for this furniture is made according to a quality standard that requires perfection in workmanship.

Art Furniture Co., Limited

KITCHENER - ONTARIO

ADJUSTO MATTRESS

Absolutely the best value on the market to-day.

The **Adjusto** Mattress does not spread. It is easily adjusted to fit any size of bed. Made of the highest quality of pure white felt the **Adjusto** will meet the requirements of the discriminating buyer. Durability, comfort, cleanliness, and sanitation are selling features of the **Adjusto.**



ADJUSTO IS GUARANTEED AND SOLD BY DEALERS EVERYWHERE.

MANUFACTURED SOLELY BY

THE ONTARIO SPRING BED & MATTRESS CO.

LONDON • • • • CANADA

Send in a trial order to-day

The Ontario Spring Bed & Mattress Company

LONDON :-: ONTARIO

CFM CFM



Our Semi-Annual Midsummer Furniture Exhibition, will be held as usual during the whole month of July, at our Toronto Show Rooms, 136-140 King St. East, to which we extend a hearty invitation to the trade.

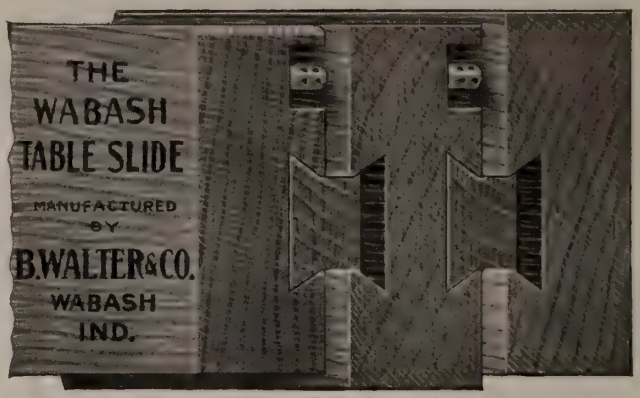
CANADA FURNITURE MANUFACTURERS LIMITED

CFM CFM

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

OUR ADVICE FOR 1919 TRADE IS ORDER EARLY

from the one plant whose facilities and capacity enable us to hold the reputation of ALWAYS DELIVERING THE GOODS.

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA

SHAFER CEDAR CHESTS

SKILLED workmen and best quality material make possible the execution of our efforts to build only chests of character. We will be glad to forward illustrations and quotations on request.

D. L. SHAFER & COMPANY—ST. THOMAS, ONT.



If you don't know all about our special gross lot offer, write to-day for particulars.

VERANDAH TEAS

—Garden Parties — Lawn Parties — Picnics — Camping Trips—dozens of summer social events where the strong, convenient "Peerless" Folding Table is an absolute necessity, are coming round again.

Now is the time to get in the swim and push the "Elite" and the

PEERLESS FOLDING TABLE

in your store.

A window display, showing the advantages of the "Peerless" for use at summer fetes will pull big results at the present time.

Make sure that your stock is complete. Better send in an order now, to be sure of delivery.

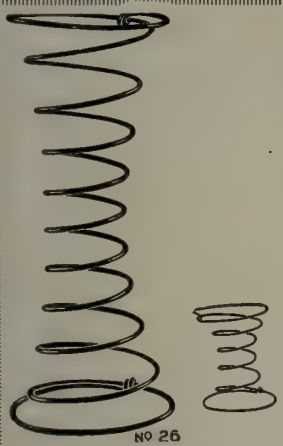
Hourd & Co., Limited *Sole Licensees and Manufacturers* DEPT. W LONDON

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

James Steele, Limited
Guelph, Canada

417 Live Dealers from Halifax to Vancouver

are successfully marketing



Medium, Loud and Extra Loud Tones

60 boxes packed in a counter salesman carton which retail for $9.00. Dealer's price $5.85, F.O.B. Montreal, 30 days, 2% discount for cash with order. Just order a counter salesman carton of each tone to-day, place them on display and watch them sell themselves. A mighty profitable addition to your line.

H. A. BEMISTER

"The Mail Order Man"

Mappin and Webb Bldg., Montreal, Que.

Sell Your Customers Quality and They're Sure to Come Back

We have the comeback, and it sure is a puller. This Imperial Kapok, given half a chance, will be head and shoulders above anything you have on your floor—a leader that is filled with comfort, quality and the real 100% pure prime Japara Kapok—it can't be beat for finish, quality, and appearance; the workmanship is the best, and only a high grade of ticking used.

Drop us a few words and let's get acquainted. The benefit will be mutual.

The lighter Kapok Mattress indicates the best quality material used. Full 5½ inch border, imperial edge, should not weigh over 30 lbs. gross, including case.



The Canadian Feather & Mattress Co.
LIMITED

TORONTO OTTAWA

DUPONT CANADIAN INDUSTRIES

Your Opportunity

Through the medium of our advertising campaign, at present running from coast to coast, we are telling Canadians generally of the merits of DuPont Fabrikoid, as an upholstery material. This campaign is bound to bring results to your store. See that you are prepared to profit from this publicity, by keeping your stock of "Fabrikoid"-covered furniture up-to-date.

Write for our store helps. We have plate glass store signs, cards, and a variety of booklets that tell the Fabrikoid story and incidentally help you greatly in sales. Let us co-operate with you in boosting business.



DU PONT

DuPont Fabrikoid Company

Sales Office:

63 Bay St., Toronto

DUPONT INDUSTRIES



No. 557

This is our
Juvenile Suite

so substantially built that they will last. It will make an ideal gift for the children. Place your order now for the Christmas trade and avoid the uncertainty of that last minute rush. The Suite is attractive, therefore the demand is large. Your order placed now will make sure of the delivery in the right time.

Write us to-day for prices

THE CANADIAN RATTAN CHAIR COMPANY, LIMITED

VICTORIAVILLE - QUEBEC



Chiffonier



Dresser

A New Meaford Suite

now ready for the trade

The MEAFORD popular-priced line has always been in big demand among buyers of medium-priced furniture, and with the advent of this new and beautiful suite you are assured of a ready sale and MEAFORD Quality. Your customers will appreciate this.

The Meaford line comprises—

Diningroom Suites
Wardrobes
Medicine Cabinets
Hall Racks
Seats *and* Mirrors
Desks
Bookcases
Library Tables
Centre Tables
Jardiniere Stands



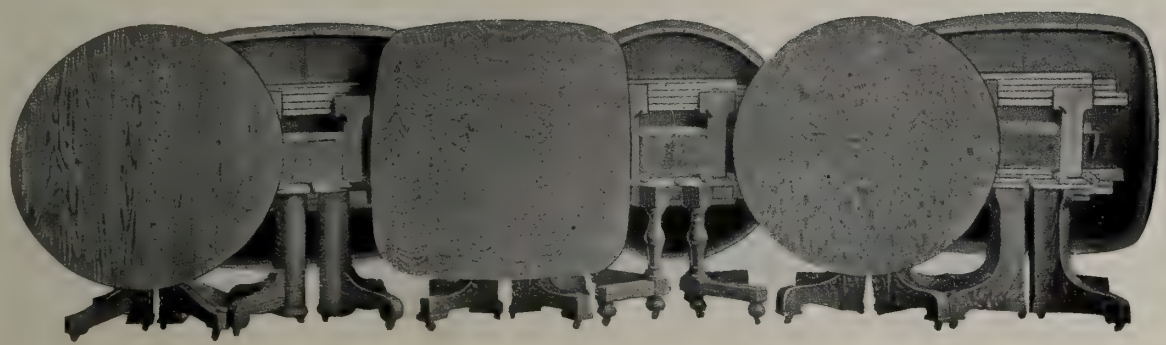
Dressing Table

The Meaford Mfg. Co., Limited

MEAFORD - ONTARIO



The Soldier's Return Means A Chesley Demand



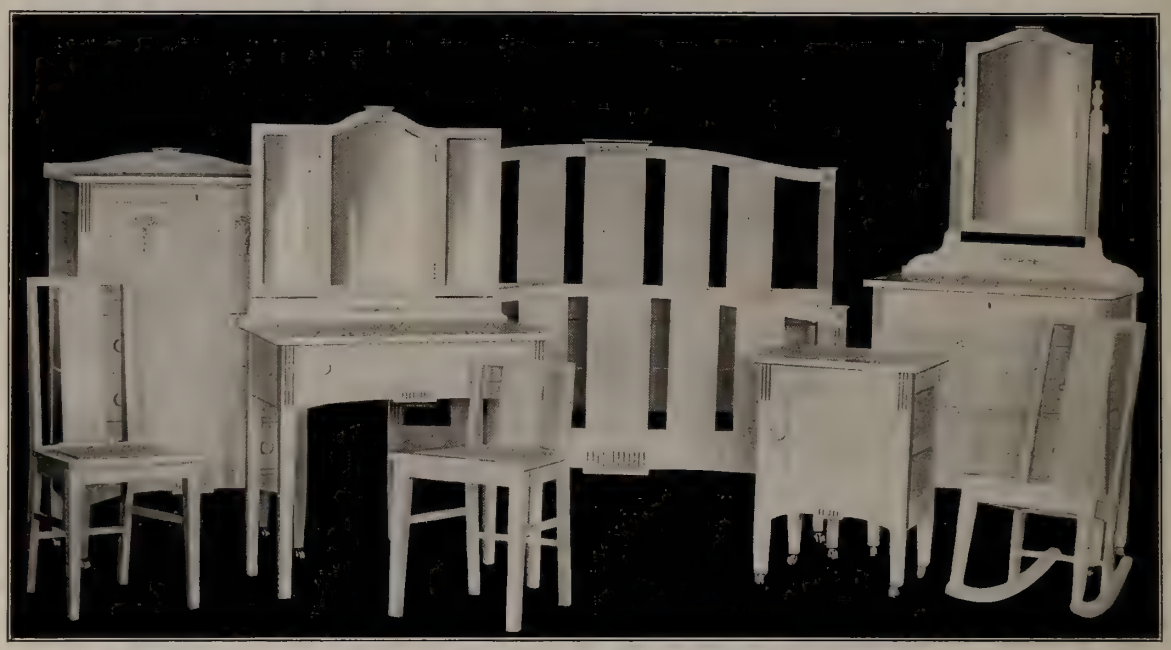
THE home coming of the boys is bound to create a demand for a medium-priced diningroom table. Many of these soldiers are bringing the bride with them. Thousands of others will be married within a short while. They ALL will require a diningroom table, and furniture dealers should feature strongly and point out the merits of the "TILT-TOP" TWIN Pedestal Extension Table.

CHESLEY FURNITURE CO., LIMITED

CHESLEY - ONTARIO

Furniture for the Bedroom

"ADAM" PATTERN



No. 660E Bedroom Suite

We believe furniture dealers are looking for honest merchandise as will build good will for them rather than destroy it.

This is the kind of furniture we manufacture. Knechtel Furniture will stand up in the homes of your patrons—give them long years of service and satisfaction.

Hope to soon attain our old-time service

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
WM. J. BRYANS
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 9. TORONTO, JULY, 1919. No. 7.

SELLING FURNITURE FOR THE PORCH

Seasonable line to be pushed at this time—Increasing in Demand—Setting off its features

THE season for porch and summer furniture is with us in full force. The demand for this class of merchandise has increased rapidly during the last few years and some dealers find that summer furnishings are now among their most profitable lines.

The growing tendency toward living out of doors more and more during the hot summer months is responsible to a large extent for the popularity of furniture of this class. A modern house without a porch is hard to find and in very many of them the porch is used during the summer months as much as any room in the house. The demand arises, therefore, for furniture of light and cool construction rather than the heavy upholstered pieces, furniture which may be easily moved from place to place on the porches or lawn. It must be light in weight, strong in construction, and yet comfortable in design.

The increasing number of houses of the bungalow type of construction is also responsible for sales of furniture of the summer type. While these houses are often used throughout the year, the furniture generally found in them is usually more on the order of summer furniture than the conventional upholstered type.

With the demand of porch and lawn furniture well established there are few dealers who do not take advantage of its popularity to prominently feature it during the spring and early summer months. Various campaigns for the summer furniture trade have been successfully worked out by dealers.

In a locality where there are many summer cottages a furniture dealer has built up a profitable business by solicitation among the owners every spring. In other places the occupants of recently completed homes of the bungalow type furnish desirable prospects. Many persons build additions to their houses in the form of porches or verandas and the names of these can be easily secured from architects or carpenters or from observation by the dealer. In very many cases summer furnishings are needed for these additions. Then there are always the houses which already have porches and this includes nearly all.

The class of trade to which summer furniture appeals therefore, is large, and offers an excellent opportunity to boost the summer sales. Among the plans for the display of summer furniture the use of flowers is suggested by an exchange.



Interior displays so arranged that the furniture is shown in "homey" surroundings add much to the value of the work of the salesman.

It has been the custom of many of the furniture dealers, who exploit summer furniture to decorate their stores with material suggestive of outdoor—of summer time when the trees are in leaf, and the flowers begin to bloom. When this is well done it is wonderfully effective, and should contribute immensely to the attraction offered by any store. The variety in finishes, the still greater variety in the upholstering material, which is now used in "dressing" reed and rattan, fiber and willow furniture, all invited the use of further decorative material—therefore the vines and flowers. When the furniture is displayed, as it would find place in a living room, or on a spacious summer porch, the furniture store so trimmed, and the stock so displayed, is attractive beyond description. Both artificial and real flowers have been used for this purpose and a wide range of attractive displays may be created with timely decorations of this kind.

This and other display ideas serve to make possible with summer furniture effective and original arrangements. The different pieces of fibre, rush, rattan or willow furniture all lend themselves equally well to window or floor display. Now is the time to begin to push these lines. Attractive window and store displays at this season together with follow-up campaigns among prospective customers for summer furniture will prove worth while to the dealer.



An exceedingly well-arranged ad. put up by a Toronto furniture house.

STIMULANT FOR SUMMER SALES.

With the summer season fast advancing a furniture store manager in Worcester, says the Grand Rapids Furniture Record, lost no time in promoting his seasonable assortments through several novel window displays, supplemented with small advertising folders descriptive of porch chairs, hammocks and benches.

The folders bore the announcement: "You are appointed chairman for the summer." The text urged the purchase of reed and fiber furniture while the prices were moderate and before all the best pieces were selected. These folders were distributed by maid as an enclosure with the monthly statements.

In one window display chairs suited for the porch and ranging from juvenile designs up to comfy type of rocker for "grandfather" were shown, with a display card, reading: "Chairs for the Whole Family—Enjoy the Fresh Air Comfortably."

Another display that gained much favorable comment presented a porch setting which was illuminated at night by an electric "flood light" hung from the window ceiling and concealed by artificial foliage. The effect was a "moonlight" picture that warmed the desire of onlookers for a well furnished veranda.

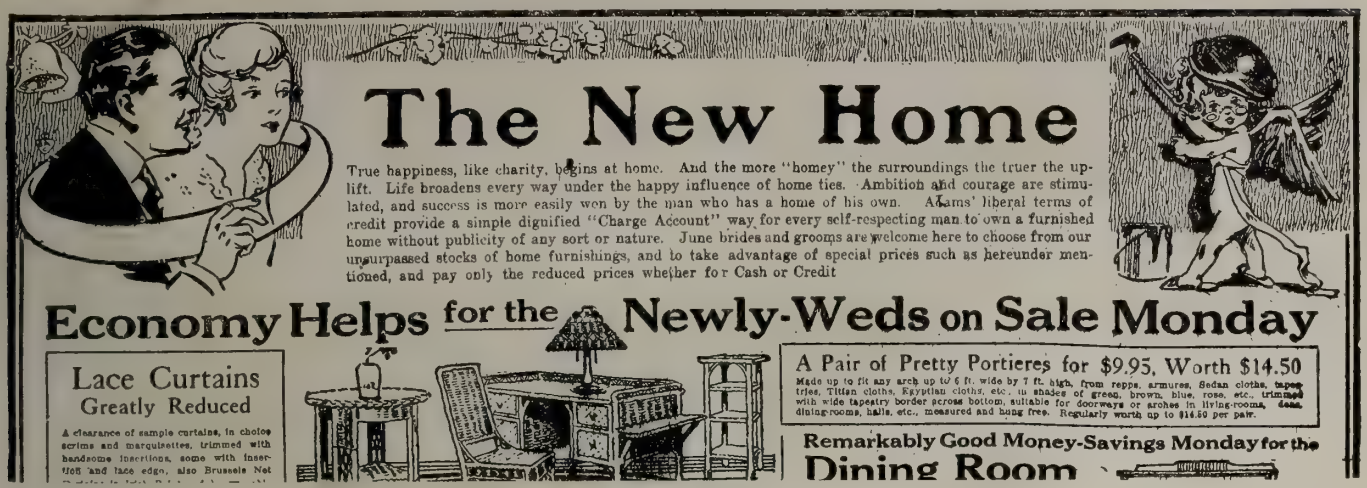
This dealer also plans to capitalize the extra hour of daylight in the same fashion he did last year by urging purchases of porch furniture to add enjoyment to the long spring and summer evenings.

SCHOOL PUPILS AS AD. WRITERS.

A variation in your newspaper advertising which will freshen and add interest to it is to start an ad.-writing contest among grade or high school pupils. Mail the pupils an invitation to compete, asking that they confine themselves to the heading and store talk of the ad. as you will supply the merchandise copy. For each advertisement accepted, not exceeding a certain number of words, you will present the writer with an appropriate token of appreciation (select and name the article), and also print his or her picture in the advertisement with a statement of the authorship. This will give you a human interest advertisement at the cost of having the cut made and the gift article.

John Wanamaker said that advertising pulls—that it does not jerk. It is a big thought, expressed simply, and a splendid guide for the man who is just beginning to advertise.

The importance of "attention value" is greatly overrated. The loud scare-head type of advertising may get a man's attention—but so will a poke in the eye. It doesn't predispose him very favorably toward the advertiser.



GETTING BUSINESS FROM NEWLY-WEDS

Furnishing the new home—Following up the June Bride business—Practical Furniture appeals

FROM the view point of the furniture dealer and salesman it is an event when the youthful couple set forth to furnish the new home. The question of furnishing the cottage or flat is a momentous one to the young man and young woman who contemplate with joy the possession of a home of their own. Love in a cottage has long been a theme for romance, but the average bride of the twentieth century infinitely prefers a steam-heated flat, as safer and less hard to care for, especially when there is a good janitor attached.

The salesman is filled with joy at the approach of the young couple, and the lucky one who is detailed to wait upon them is sure of a goodly bill if he can but please them. Perhaps the bride's mother, afraid to trust the pair out of her sight, accompanies them to see that they apportion their fund properly. There is a dining-room and a kitchen to equip as well as parlor and sleeping apartment, and all must contain the most necessary articles, even though the amount in hand may not allow for any superfluities.

The salesman is keenly alert as he sees the party approaching and sizes them up. There is a subtle instinct that tells the man what to expect and the wise salesman is glad to see them. He greets them as he places himself at their service. He understands that if he is able to please the manager will congratulate him on the length of the bill. With due attention to the natural diffidence of the young couple, the salesman awaits their instructions, but he is sure to bring the party to the model cottage before any great amount of time is wasted. He takes them through the several rooms and points out the many useful and desirable articles that constitute the furnishing of that cosy place.

The salesman enters at the front door, though he knows that the young wife is anxious to impress her husband with the vast information that she has acquired at the domestic science school, and would prefer to show her familiarity with the kitchen. They discuss the relative of leather and tapestry furniture, for if one has but one room the nice distinction of what is suitable for the library and drawing room are not of interest. Then rugs come up for discussion and the care of hardwood floors. This is a digression but it gives the salesman a chance to display a little learning as to wood finishes. This impresses his customers with his wisdom, and makes them more in accord with what he may tell them hereafter, when they come to determine upon their orders.

The reception hall comes in for a share of attention, as the man tells of the newest and best for the entrance to the home. Perhaps they must make the little parlor do duty as a sleeping apartment for an occasional guest, and then a line of davenports that may reveal their true reason for being, showing how "even a child can change it instantly into a full sized bed," as the man demonstrates its two-fold usefulness and convenience by a deft motion of the hand. Then, with another slight exertion, a handsome piece of furniture "good



A Lindsay, Ont., dealers gets up some simple direct ads, above is one of them) that make appeals to the home owner and housekeeper.

enough for anybody," is seen and the davenport unblushingly resumes its normal condition.

After this will follow a careful inspection of the chairs that, which not too expensive, will go well with the imposing piece of furniture already about determined upon. A neat centre table that must be of the same wood as the other articles, is imperative, and other things follow until the mother begins to feel that they must hasten through the rest of the place ere all is spent on the living room.

The daintily furnished sleeping room, with its handsome enameled furniture, excites great admiration in the wife, and the mother examines every piece carefully, half wishing that she may be able to change some of the old style stuff in her own well-appointed house, to make a place for this attractive modern furniture.

The spacious dressing case and table to match, each with its mirror to reflect the pretty face of the bride, as she attires herself in her new home, is supplemented by the fine combination chiffonier and wardrobe in which the masculine garments are to hang, with the shaving case on top and the small drawers for the collars, neckties and what not of the husband.

The clerk will pay due deference to the dignity of the little woman and diplomatically calls her "madame," while he also caters to the influential matron who is keeping a sharp eye on the expenditures of the young people. Both must be placated and he must be judicial in his demeanor and tactful, should any disagreement occur between them. The man does not count for much in such cases, for though he may be called upon to pay the bills, it is the young woman herself who has the casting vote, as a general thing.

Unless his means are greatly restricted, and in such event it has been discussed beforehand, the doting husband will make his will subservient to his wife's. Should she wax extravagant it is the prudent mother who may call her down, but rarely will it be the man. The attendant who knows his business will try to steer the wishes of the pair into the same channel. If this seems a difficult thing to do the furniture man may even find some fault with the article favored by the older lady, in order to make sure of selling to the younger one. This is a task that calls for the exercise of all the aplomb of the skilful salesman, as he must not overdo the matter, and appear too plainly to cater to the one who is to have the decisive voice, after all.

The man may fail to display a due sense of proportion in his ideas of what may be fitting for the small rooms they are to occupy, then the salesman has a difficult time indeed, for he has ascertained the probable dimensions of several rooms by asking the size of rugs. He knows well that it would never do to allow things that are manifestly out of character with the rooms to be ordered, for it simply means dissatisfaction and probable changes later. It is not profitable to make exchanges, for the heavy articles must be sent for and new ones returned, and perhaps the later selection may not be so expensive as the first choice. A good man will seek to sell what he is assured will really satisfy all parties, making them feel happy so they will seek him for future purchases. Such a salesman makes friends and keeps them.

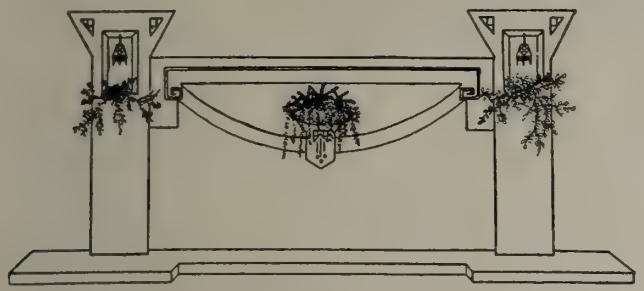


[illegible] rooms find their greatest value at this season when weddings are the fashion, and new hom owners are most numerous.

PUTTING SUMMER TOUCH INTO WINDOWS

Make displays airy and light — Lack of space a drawback — Careful planning a help.

ONE of the most successful window display men of the country has made a large part of his fame by his habit of producing a striking window at the moment when it is most appropriate. His windows are always novel, always well done and always telling, but above all they always seize on the one point on which the people are thinking most at the time and make it a prominent feature of his display. They invariably get



Light and airy background sets off the summer display to great advantage.

the attention, and invariably show off the goods to the best advantage. Herein is where some amateur win dow trimmers fall down, but they need not despair. Their efforts are worth while and through trials they may hope for success eventually.

In most of his work the store decorator should be weeks ahead of the general public. But there are occasions in which he needs to push out the lines that are apt to crowd into the following season—and such a time is now.

One of the first essentials to the success of a showing of summer furniture display is that it be light and airy in tone. The most attractive settings in this line have been designed to suggest the porch, pergola or garden, with an abundance of flowers, vines and foliage to emphasize the idea of outdoors. Scenic paintings can be used advantageously in most displays of summer furniture.

One of the greatest difficulties with which the decorator must contend in making window displays with summer furniture lies in a lack of space in most stores. Obviously it is impossible to make any considerable showing in one or two windows, so the space will have to be used merely as a suggestion of what is to be found in the big display in the summer furniture department. To get the best results with a display of this character there are several things to be considered.

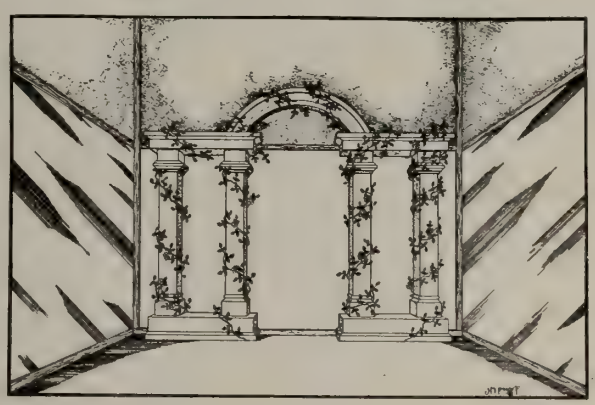
Some display men hold the opinion that it is best to show as many different varieties as possible without overcrowding, but the better stores have generally adopted the plan of showing a few pieces of uniform style with appropriate accessories and a carefully planned setting, with the idea of suggesting a cozy and comfortable porch that will appeal to every housewife in favor of summer furniture in general, and send her post haste to the furniture department where the real display is to be found.

A grass rug is the appropriate floor covering for a window of this sort. The background setting may be designed in pergola form or it can be an arrangement of posts with a railing to give the idea of a porch looking into a garden. If an elaborate effect is not considered worth while, a simple arrangement of porch screens will help the effect materially. In this connection too much stress can hardly be laid upon the importance of using flowers to brighten up the summer furniture display. They add a color tone and a true touch of outdoors that are indispensable in such a setting. Sometimes a good wax figure or two, appropriately dressed and well posted, will help out the effect wonderfully.

As to the accessories to be used in the summer furniture displays, there is a considerable variety to be chosen from. Golf, tennis, canoeing, croquet and similar sports all offer opportunities. If a stand is used, which is highly likely, on it may be placed a magazine or two, a smoker's outfit, etc. The chief purpose of the accessories is to give the setting an air of easy unconventionality in keeping with furniture of this sort.

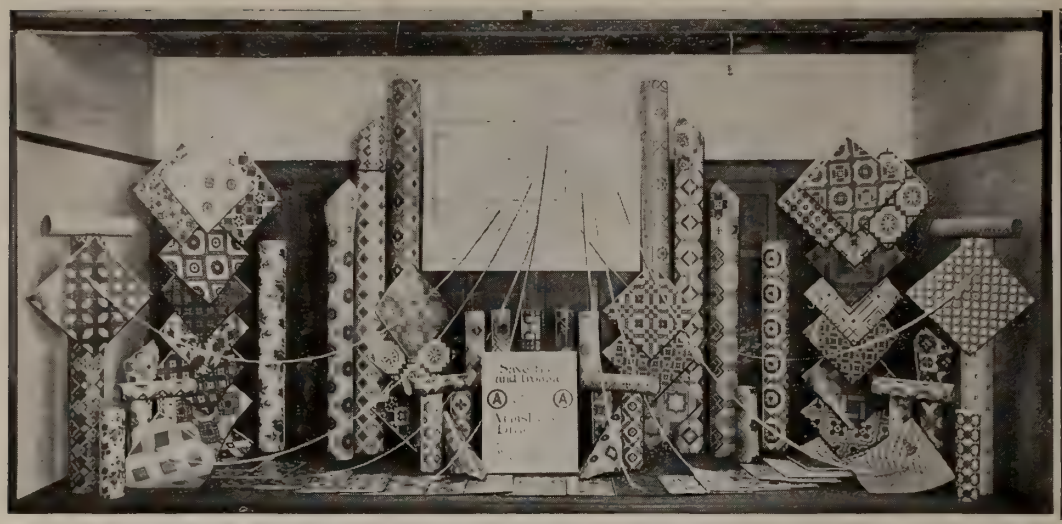
Some kinds of summer furniture is partially upholstered in cretonne or other similar material which presents an opportunity to work in draperies and wall hangings in the same pattern. In such a case artificial flowers can usually be found that will correspond closely with the fabric designs. Sketches showing colored decorative schemes for rooms can sometimes be used to advantage with such a display. But whatever else may be done with the summer furniture display, it should never be allowed to appear stiff or formal.

The big show of summer furniture, however, is in the furniture section rather than the windows, and it is this display that requires the greatest amount of



A more elaborate background for dealers in the larger towns.

thought. In some of the larger stores much time and money are spent in the preparation of highly elaborate settings for the display of summer furniture. In almost any big store that has a furniture department there will be found built-in, semi-permanent settings for the display of summer furniture. Some of these settings are extensive pergolas, while others are in sections or booths of varied shapes and sizes.



Suggesting how a window display could be made effective in showing patterns and colors of linoleum for any room in the house.

LINOLEUM *for* PRACTICALLY EVERY ROOM

European custom worth adoption here—Furnished rooms in store make very effective display

VERY many dealers and readers of trade papers are interested when they learn that a much more extended use of linoleum may be made by inviting attention to the many patterns produced by the manufacturers and especially designed to create a demand for the use of this floor covering in rooms other than kitchen, pantry and bath. While the suggestion may be novel to some dealers and their customers, the idea has been successfully demonstrated by some of the large furniture houses, both in Canada and the United States, in the furnishing of model houses where linoleum is used on practically every floor. The plan of one such house had its inception with the manager of its floor covering department, whose practical methods and persistence resulted in a large business in linoleums for bedrooms, living-rooms, dining-rooms, libraries, dens and practically every room in the house.

The summer is a good time to push such a sale. Beauty and practicability were the keynotes of a model house of a Boston store, where linoleum was used on practically every floor.

Patterns had been selected which harmonized with the wall paper in the house; with the Chippendale furniture and imported draperies; with the daintily furnished bedroom and many other settings.

This particular store was among the first retailers in the country to advocate "linoleum for every room in the house." They had sufficient confidence in this European custom to back it up in their store and newspaper advertising. They announced that they had linoleum patterns suitable for bedrooms, living rooms, dining rooms, and many other rooms apart from the kitchen and bath, and kept hammering away on the idea, advocating linoleum for every floor. The final stroke in their campaign was the fitting out of their model house with linoleum on the majority of the floors, rugs, of course, being used at the points of greatest wear.

Battleship linoleum was used on the floor of an old-fashioned Colonial living-room because it harmonizes with the wall paper. The beauty of a young woman's bedroom was enhanced by a delicately colored linoleum in a matting design. The color scheme of this room—white, rose, and gray, with a touch of green—was carried out, not only in the cretonne hangings and paper, but also in the linoleum which was used as the base for the rug. The other treatments were equally interesting.

Dealers in all sections of the country might emulate these suggestions, more or less elaborate, according to their means and size of community, with profit to themselves.

LINOLEUM

For Practically Every Room in the House

If you are under the impression that Linoleum is intended as a floor covering for the kitchen and bath exclusively, we invite your inspection of our furnished suite of rooms on the fourth floor of our new building.

We have introduced and are now showing linoleum floor covering adapted both in color and design for use in **every room** in the house.

Teakwood and oak effect for the living-room—floral and matting patterns for the chamber, and plain effects both in linoleum and cork carpet—in all sizes from bath mats to art squares. We are showing many private designs and patterns exclusively our own.

The durability, cleanliness and quiet beauty of linoleum make it the ideal floor covering for the whole house. In fact, it is fast displacing natural woods as a setting for rugs and furnishings.

Dealer's Name and Address

A sample ad. that should help sales.

TRUTH IN ADVERTISING *and* ILLUSTRATIONS

When shall line be drawn between illustration and decoration?—Get the viewpoint of the reader

WHERE shall the furniture retailer who wants to be absolutely truthful in his advertising, draw the line between illustration and decoration in providing cuts for his advertisements? That problem has recently arisen in the work of some of the vigilance committees of local advertising clubs, says a bulletin from the Associated Advertising Clubs, New York. G. F. Olwin, secretary of the National Vigilance Committee of the advertising clubs, believes that the question has been answered in such an effective manner in some recent local cases as to leave no room for doubt in the mind of the furniture dealer who desires to take no chance with the untruthful advertising.

"As one local committee well says," said Mr. Olwin, "it should not be difficult to say whether a cut is used to illustrate the article advertised, or for decorative purposes. For example, an advertiser selling dresses for women, might picture three well-gowned women merely for purposes of embellishment. Such a picture might be used in an advertisement to create a dress-goods atmosphere. It would put life and human interest into the copy. In a similar manner, the picture of a well-furnished room develops a 'comfortable-home' atmosphere.

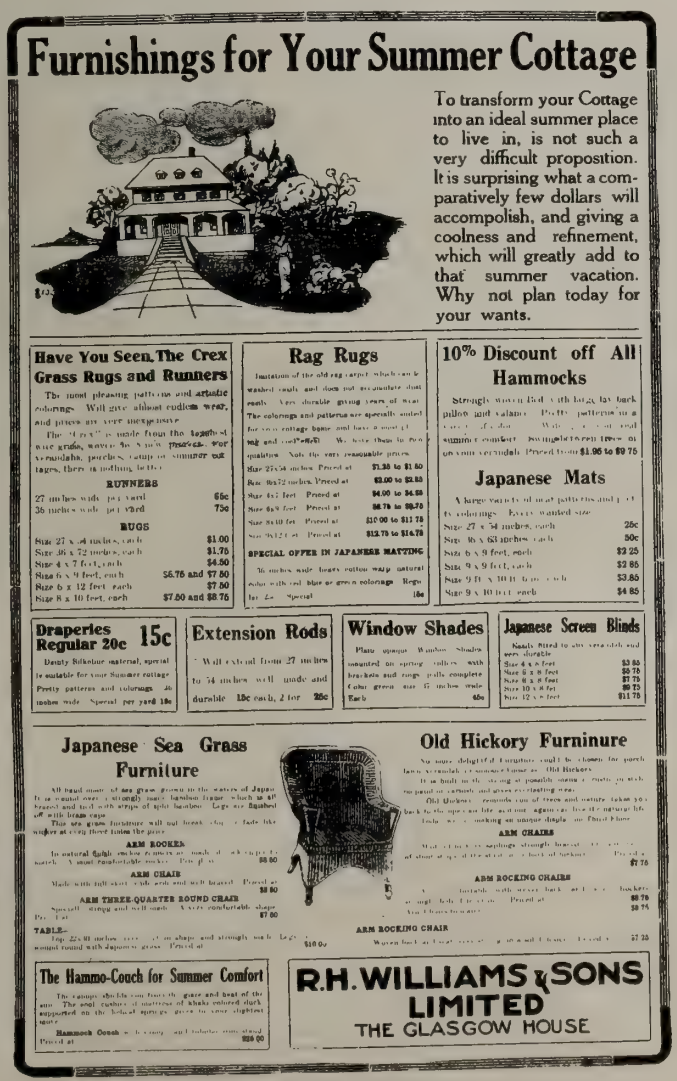
"On the other hand, we find illustrations which are descriptive of the article itself. The cut sometimes purports to represent the article advertised. If an advertisement sets forth the description and price of a bed, and if there is a picture of a bed with that advertisement. the average reader would consider the picture as that of the bed advertised.

"When a bedroom suite is advertised and illustrated and the advertisement refers to specific pieces, such as the bed, dresser, etc., there is no reason why there should not be a rug on the floor or toilet articles on the dresser, or the picture of a woman in the advertisement. That would give the advertisement life. The text matter tells just what pieces are for sale. No one would suppose that rug or toilet article were included in the price.

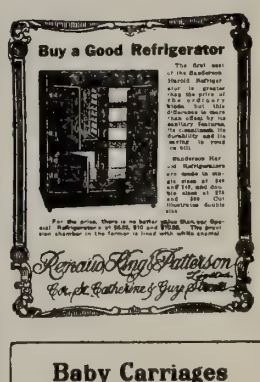
"However, in illustrating such an advertisement, it would be manifestly unfair for the advertiser to use the picture of a suite with bed, dresser, chiffonier and dressing table if there were no dressing table offered













A series of ads. put up by Canadian dealers drawing attention to summer furniture lines.

at the price advertised. In other words, the number of pieces and the character or style of the pieces illustrated should correspond to the text matter.

"If I were in the furniture business and I were advertising bookcases, I would want the illustration to show the bookcase filled with books. That would make it more interesting. It would be still more interesting if there were a photograph or two or a vase, or something of that sort on top of the bookcase. I would want a bit of rug in the foreground or something else that would give the illustration atmosphere and suggest the pleasure which the buyer might obtain through possession.

"All of these questions can easily be answered on the basis of asking the simple question, 'What will that advertisement mean to the reader?' If there is any doubt as to that, then the advertisement should be changed and made so specific that its meaning would become most apparent."

CO-OPERATIVE ADVERTISING DRAWS.

Already famous through the co-operative efforts of its business men to bring new trade to town, Neosho, a town in Missouri, has taken another stride in the same direction, recently having begun to buy full-page advertising space in a newspaper of Joplin, which is a much larger city, to tell people what Neosho offers them as a trading centre. The purpose was not to get trade out of Joplin, but from territory which might be served either by Neosho or Joplin.

Business men of Neosho, through the advertising club of that city, became aware of the fact, some time ago, that in these days when nearly every farmer has an automobile, trade can be drawn from a greater radius by any merchant, or any group of merchants who will go after it.

At the last monthly "sales day" held by the Neosho Advertising Club, which followed the first of the advertisements in the Joplin newspaper, customers came as far as forty miles, and expressed their appreciation of the treatment they received and said they would come again.

While using full pages in the Joplin newspaper, the merchants continue, of course, to employ similar space in Neosho papers, and they also reprint the advertisements appearing in Neosho, and mail them to a list of 6,000 prospective customers. The cost of all such advertising is equally distributed among the business houses directly participating. For example, the cost of the Joplin page was $62.50. The thirty advertisers, sharing space paid $2 each, the advertising club paying the balance.

The operation of this plan has made Neosho famous, the plan having been adopted by several other communities, both larger and smaller than Neosho, where advertising clubs have been organized to handle its operation. Frequently, business men from other communities have gone to Neosho to investigate the plan at first hand. Business men of Clarksville, Tenn., under the leadership of a banker of that community, recently decided to make a personal investigation of the Neosho plan with the purpose of adopting it, and merchants of Blair, Neb., are now contemplating similar action.

WHAT ADVERTISING WILL DO.

All advertising successes have had some good thing back of them—the article or service to be sold.

It is an error to suppose that advertising can sell anything and everything; that it can turn anything into a success. The fact is that advertising would kill a bad enterprise or proposition as surely as it would make a success of a good one. If you cannot give good value or good service better leave advertising alone.

Advertising subjects a store to a strong white light. Publicity directs public attention to something that would otherwise remain unknown. If that something is good—if it will stand the ordeal of the white light—then advertising makes it a success. If the white light simply brings out more clearly the shortcomings and defects of the store, the enterprise or the article, then publicity would warn away patrons or buyers instead of attracting them.

It follows then that such a store or venture would not survive the ordeal of publicity, but would dwindle and die out. If also follows that any store and any enterprise or article which has thrived under intelligent advertising is good and dependable. In other words, it has successfully passed the white-light ordeal and has earned public approval.—Northern Furniture.

How Advertising Builds Up Trade

THE work of bringing people into your store must very often be done outside your store, and this, in brief, means advertising. No more can merchants sit content with the placid confidence that when customers want merchandise they will make a bee-line to the right. The happy days of that condition are gone forever. Your competitor across the street, the store around the corner, the hustling dealer in the next town, the catalogue house and the maker who sells to the consumer are all after that customer of yours.

They are soliciting him in the newspapers. They are inviting him by circular; they are complimenting him by letter. If you sit tight and do nothing, if you do not let your customer know that you value his trade and are anxious to retain it, he will unconsciously lose the mental vision of your store, and he will naturally gravitate to the place where he is most cordially invited, and where his trade is most valuably appreciated.

You, too, must keep before him. You must tell him at frequent intervals that you have the goods he wants, that the quality will insure him faithful service, the price is just what he wants to pay, that it is his interest to buy of you, that you want his trade—are counting on it, depending on it.

Tell him this, and tell it to him frequently. Tell it through your show window by changing it every week, putting in the goods which are in demand that week, and giving their price on large price cards.

Tell him through your newspaper. Tell your customer by circular letter. Make it friendly; mention some of the goods, cordially invite him to call.

All this is advertising—the kind that pays. Keep it up. Don't stop. Don't lay on your oars. It will bring results, for your customer will give you the preference over the others if you will industriously keep before him.



The new main floor of the furniture department, Murray-Kay Co., Ltd., Toronto, showing arrangement of stock and giving suggestion of its high quality.

CELEBRATING ANNIVERSARY *by Special* SALE

Murray-Kay Co. operate all lines under one roof—Furniture department moved without loss of time or business

THE Murray-Kay Company, Ltd., Toronto, celebrated their diamond jubilee last month. That is, the Murray part of the amalgamated company in June held a number of special sales commemorative of that event.

It was in 1853 that the W. A. Murray Company first opened a store at its present location on King Street East, and it was in 1848 that the John Kay Co. opened a high-class furniture store in their building on the north side of King, west of Yonge Street.

When a few years ago the Murray and Kay interests were amalgamated the two stores were continued much as they had been in the past, except that they were under one management. With the infusion of new blood some few months since, and the election of a new board it was decided to have all the departments under one roof. A new building was acquired immediately to the west of the Murray building, a new floor was put in the older structure and the furniture stock moved from the older store.

Meanwhile all the departments were reorganized, the store front altered, and many changes made without the suspension of any business in the store.

At present one whole floor is given over to furniture—and both Mr. Bradshaw and Art. Grant, his chief assistant, are proud of their stock and department. The accompanying views give some idea of the layout and arrangement of the new furniture department.

The principal and larger section of the furniture floor is given over to bedroom, diningroom and livingroom suites and individual pieces. A section of this floor is also devoted to carpets and floor coverings, with the exception of rugs, which have a separate department on the floor below.

To the front of the furniture section, and on a half-floor, are the electric fixtures, floor and piano lamps, making with their colored silk and glass shades, a striking picture when lighted. In this section, too, are three furnished rooms, neatly, indeed splendidly, arranged. A description of the layout and color scheme of the rooms can be read on next page.

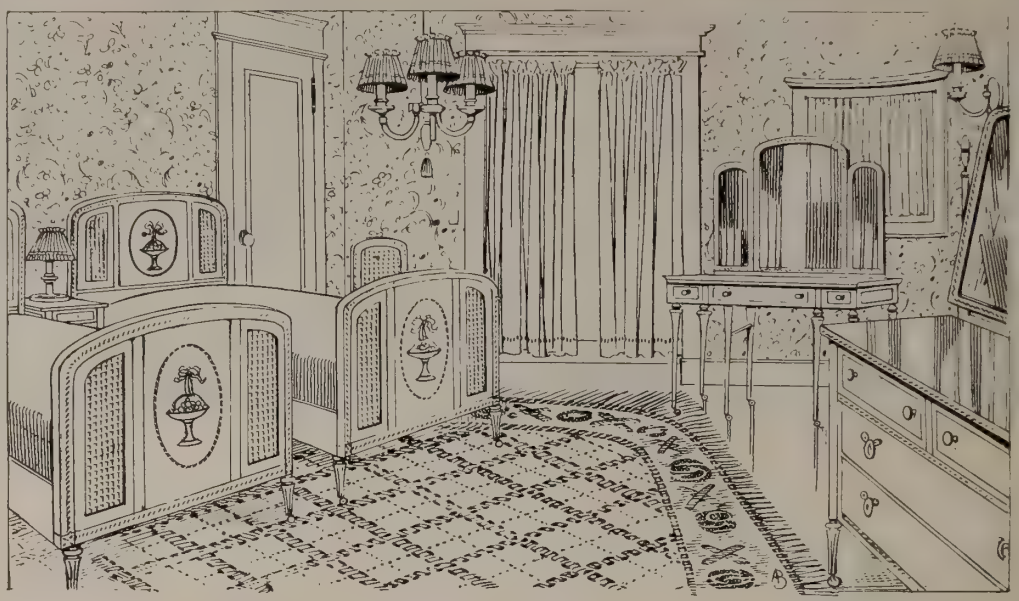
These furnished rooms, now a feature in all up-to-date furniture stores, have with the Murray-Kay Co., as with others, proved eminently successful in helping to sell furniture and carpets, and backed up with good advertising and splendid windows, are a distinct advantage to the store's business.

Off this floor is the china salesroom; fitted with mirrors and lights the goods make an effective display. The better class of goods only are shown, porcelain or semi-porcelain, curtains, drapes and wall hangings are displayed on the floor below, along with rugs.

If there is any criticism to offer it is that the window displays of furniture are too few—though those that are shown are excellent and in good taste; and that too little space is given the furniture department by the firm to properly and adequately set off a splendid stock of exceptional furniture lines.



Style of advertisement adopted by Murray-Kay Co., illustrating their living-room furniture.

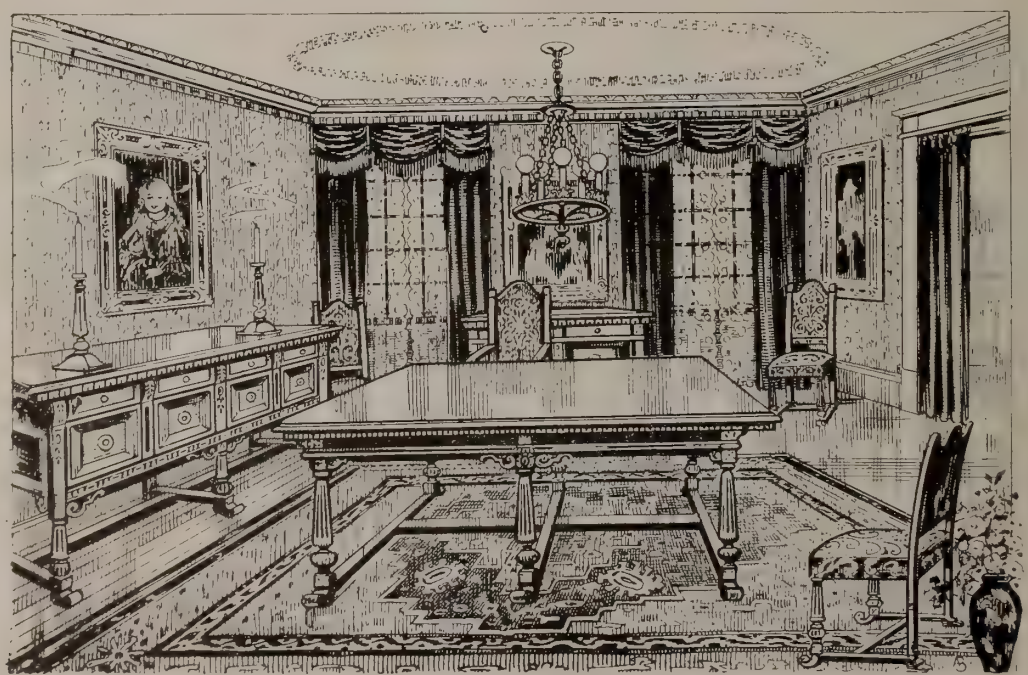


Furnished Rooms in the Furniture Store

IT is now an established fact that the furnished room has its distinct place in all well-conducted furniture stores. And in keeping with this fact the Murray-Kay Co., Ltd., Toronto, have in their new furniture department a suite of three rooms portraying the beautiful and artistic in homefurnishings.

The upper picture is the bedroom, as Murray-Kay's see it. Bearing in mind that the chief end and aim of the bedroom is a place of rest and sleep, the color scheme is a very reposeful combination of rose and grey. The furniture suite is in cool grey enamel and cane. The thick soft carpet is of deep rose, and the taffeta hangings at door and window strike a deeper note of color—broad stripes on a deep rose ground. The lighting fixtures are silver with rose shades.

The lower picture is the dining-room. The general color scheme is blue and taupe. The high-backed furniture is in walnut, upholstered in blue and taupe. The oriental rug is colored blue, red and tan. The hangings are plain blue, with dull brass lighting fixtures.



REFRIGERATORS AS HOUSEFURNISHINGS

Seasonable line that should bring sales—More profit in higher grades—Taking an exclusive make—Cater to women

A PROFITABLE line, when intelligently pushed, are refrigerators. It may be somewhat late to do any great volume of business at this date in the season, but while, perhaps, some of the cream is gone, the summer is by no means past, and some business still obtains in the two months just ahead.

We are speaking now of the higher grade of refrigerators, and in these there is an opportunity for the furniture trade to do a much larger and more profitable business than is the case at present. The general run of furniture dealers already carry a small stock, at least, of the cheaper grades, which can be sold when anybody calls for them. The opportunity, however, does not lie in a "catch as catch can" business, but in the higher line, which will repay more active, intelligent and thorough attention.

By securing the agency in his locality for a reputable and comprehensive line of refrigerators, studying their features, advertising their merits and giving proper attention to educating customers to avoid cheap make-shifts and buy high grade refrigerators adapted to the work required of them, the furniture dealer can establish a good volume of business in this line, and can make it pay as large a percentage of profit as any goods he carries.

Co-operation Between Maker and Dealer.

Manufacturers are always ready and willing to co-operate, and where dealers desire the exclusive sale of their refrigerators and will handle their line exclusively, they are willing to give up the territory. Experience shows that it pays both parties. If every furniture dealer would select a good line and stay by it year in and year out, he could assure himself of getting the right price and the best grade of goods, because he is worth taking care of. He can then carry a small line of repairs for his refrigerators and always be ready to please the customer by having just what he wants when he needs it most urgently. New and increased trade will come to him from this one reason alone.

The difficulty with this line is that furniture dealers do not as a class push this line, they simply care for the trade as it comes to them. Many of them say they cannot push refrigerators in competition with department stores in the larger cities, who handle all grades and who charge whatever they can get. They demoralize prices, so the furniture dealers say, and make the line unprofitable. If the dealer uses a little persuasive power and introduces his refrigerators to his customers by various means, he need not long complain of opposition. If he takes a little pains in speaking of the merits of his line, the business will be benefited.

Do you know the wonderful and easing-up power of that little word "only"? For example: This refrigerator deserves a place in your home. You and your family will be proud of it, and it is **only** $30. The salesman who understands his goods and knows how to use that word "**only**" can make a dollar sound like 30 cents.

At the close of your selling talk to any customer state the price in some such fashion as this: "And now Mr. ——, have you ever stopped to consider that a good refrigerator is the most important piece of furniture you can place in your home? The entire health of the family depends in a great measure upon wholesome foods, and constant circulation of pure, sweet air in the food chamber of the —— keeps the food wholesome. This alone, together with the fact that a —— requires less ice than does any refrigerator of equal size makes those who desire a perfect refrigerator glad to pay $30 for the ——."

Bring Out Special Features.

In showing up your high grade refrigerator to a particular customer here are some points that it will



Another section of the new Murray-Kay furniture department. At the left background are the three furnished rooms.

pay you to bring out strongly: The lumber is kiln dried only; the hinges, locks and castors are made extra strong; the doors are practically air tight.

If your refrigerator happens to be so constructed point out the wide, deep, roomy food chamber, which gives shelf room where it is most needed. Never go on record by telling your prospective customer that the refrigerator will use only a certain amount of ice. Both Mrs. Jones and Mrs. Brown have a —— refrigerator of the same size, yet Mrs. Jones may use twice as much ice as does Mrs. Brown. Instead of committing yourself, say something like this: "Size for size, shelf room for shelf room, —— refrigerators will consume less ice than does any other refrigerator. The amount saved in ice will, in two or three seasons, pay for the refrigerator purchased."

Then explain to your prospective purchaser: "If ice is placed in a —— each day, less ice will be used during the season that if, for the sake of false economy, the ice chamber is allowed to become empty before it is refilled. If the ice chamber is allowed to become empty an extra amount of ice is consumed in order to lower the temperature of the box to the proper point. The ice chamber should be kept well filled. The doors must be kept closed."

Every refrigerator of different manufacture has some strong individual talking points of its own. The various methods of building up and insulating walls all have their favorable points. The air space, the ventilation, the cleanability, massive construction, appearance, etc.—all these have their advantages and should come in for proper consideration. The material and the merits of the lining of the better class of refrigerators should also be taken into account, as well as the construction and arrangement of the adjustable shelving.

If you should be selling a refrigerator with a water cooler built on the inside, this is a good point to dwell upon. Remind the buyer that it is insanitary and wasteful to place chopped ice in a pitcher of water, lemonade or iced tea. Dwell upon the inconvenience of placing bottles containing water in the ice chamber, harping on the fact that this method of cooling water largely increases ice consumption. This water cooler feature can be made a strong selling force, and if you are handling this kind of refrigerator it will pay to talk up this feature good and strong.

Try for Women's Trade.

Women are becoming more and more the buyers for the home. There is a large field in the sale of seasonable kitchen and housefurnishing goods that can be cultivated by any furniture dealer, no matter how small his business or where he may be located. Possibly too many furniture dealers cater almost entirely to an exclusive men's trade—they depend upon the men's interest in the store to catch the household trade of the women.

Refrigerators and other summer housefurnishing goods offer the furniture dealer an opportunity to increase his business through sales and displays that can be planned to appeal especially to women. In this connection it should be remembered that many women buy all the kitchen and household supplies, and make their purchases where they think they can buy to the best advantage, regardless of where the men purchase goods they may need.

In advertising a women's sale, it is best to devote the entire newspaper space to refrigerators and seasonable household goods, leaving the other lines which might directly appeal to men for other occasions. We believe, even in the smaller towns and villages, a sale of housefurnishings, catering exclusively to women, can be effectively and profitably advertised.

Many dealers have found it profitable to plan annual or semiannual sales of refrigerators and housefurnishing goods and advertise them wisely. If such an annual sale of refrigerators is properly carried out it will not only win women's trade, but it will benefit the store permanently by the talk it creates as well as the customers which it wins for the future.

MIRROR PLATE AND FURNITURE TRADE.

Secretary Wm. Cawkell, of the Furniture Manufacturers Association, has sent out to the Canadian retail furniture trade a signed letter dealing with the present mirror plate situation. In this letter Mr. Cawkell says:

Since the war started it has been impossible to import glass from Europe, and the supply from that source will not be obtainable for some time to come. The glass that is now being used for mirror plate is made in the United States, and has never been of the same standard as that produced in Europe, moreover, the quantity obtainable is limited.

Conditions have lately become worse, owing to the very large demand from the automobile industry. Glass suitable for their requirements does not need the time and care in its manufacture as that required for mirror plate purposes; therefore, manufacturers prefer to make glass suitable for the automobile trade rather than curtail their production by expending the necessary extra time required to turn out the higher grade glass, and the makers of mirror plate are compelled to take whatever glass they can get.

Both the mirror plate and furniture manufacturers are doing their best, but it is practically impossible to obtain uniformly perfect mirror plate at the present time and if the mirrors you get are not always as good as you would like, you will know the reason, and we ask you to make allowances for the extremely difficult position in which furniture manufacturers find themselves.

SPLENDID FIRST EFFORT.

J. W. Richardson, North Bay, Ont., who recently enlarged his business, has just issued his first catalogue for the summer of 1919, covering his bargains in fine furniture. This catalogue of 16 pages is replete with descriptions, and illustrations of his varied lines of furniture, including talking machines, kitchen cabinets, sewing machines, beds and mattresses, case goods, dining and bedroom furniture, rockers, screens, refrigerators, carpets, etc.

Emulating the big stores in the larger cities, Mr. Richardson is building up a good mail order business in New Ontario.

WATCH REQUIREMENTS OF THE SUMMER COTTAGERS.

Even though we are in the midst of the sweltering days of July, it is well for dealers in the neighborhood of summer resorts to watch closely for business among the summerites. It may be necessary to suggest some things, and there are various ways of suggesting—window displays are one method; advertising another. Make your store a Mecca for these people. It will pay in time.

Suggestions from the Methods of Other Dealers

As Taken from our Exchanges

A WINDOW DISPLAY.

THE average window display of the furniture store is so much above the level of the eye of the observer as to be ineffective. This is because furniture items are large and too often the window is built up in such a manner that it would be effective for smaller articles were such being shown.

A satisfactory solution of this problem is to have the window base built in very low and then to have a false bottom which will raise it up when small articles are to be shown. The false bottom can be built so as to be adjustable to different heights or can be in units so only part of it need be used.

For example, the units at the rear of the window or at the sides, sometimes may be used to advantage when the rest are not needed, the middle space being given to larger articles of furniture.—L. G. H. in Grand Rapids Furniture Record.

DEVELOPMENT OF SUMMER FURNITURE.

The manufacturers of what is not distinctly styled summer furniture have developed so much in artistic and beautiful designs, as well as in variety and quality, during the past few years, that its utility and desirable features have overlapped the single summer season and found a place of dignity in the household for nearly all the months of the year. The great out-doors is a generous contributor to health, comfort and pleasure in the good old summer time when the accessories of light, cheery, restful furniture for such parts of the house and out-doors are provided and are adapted especially to their use. The public often moves with great force to new fashions as shown in the appreciation of manufacturers in providing so much that is beautiful and comfortable in designs of summer furniture, and the dealers who are ready to serve the demand capably have been rewarded by a valuable increased trade. It is a good time now for the dealers to get their bearings for a line-up on the most advantageous sources of supply.—The Furniture Index.

GET AFTER FILING CABINET BUSINESS.

Office furniture (which includes sectional bookcases for offices) must be solicited outside the store. It is almost impossible to build up a profitable office trade without this outside assistance, no matter what the facilities are for handling the business. The office man has not the time to shop. Time and space—these are the two most important factors when talking to a prospect. Office managers realize that minimizing office space means less rent, and by using files that afford 100 per cent. concentration, they only need one clerk to do the work of two or three.

Filing cabinet dealers are urged to have their outside solicitors visit manufacturing plants regularly and watch for the creation of new departments where new men will be added, and new office furniture needed. Nearly all manufacturers to-day are either creating or enlarging foreign departments.

Watching for the erection of new buildings, and also the visiting of tenants in buildings which have been destroyed by fire are habits that should be developed by those selling filing cabinets.—Globe-Warnicke Doings.

KEEP YOUR PRICES STABLE.

Don't be too ready to reduce prices during the next months. Labor is still being paid on a war basis; materials are still held at last Fall's level, shipping rates are liable to go up, or at least cannot drop. There's no reason for a drop in prices for months to come. In the meantime you have stocks to make proper profits on. Don't let any competitor, large or small, force you into too early liquidation. If any furniture man wants to lose money, that is his funeral. If he is scared about the future, don't follow him blindly. Get your own information from reliable sources. Keep close to your banker. Ask manufacturers for information that you need, and trust those whom you know you can trust. Keep clear from trade gossip about tendencies of prices. Much of it is unreliable because it is founded on mere gossip. There is nothing in the situation to cause uneasiness. Business ahead looks better than it has for months. It is up to each of us to get all that we can get whenever we can get it.—The Couch-

WASHING MACHINE SALES.

The sale of washing machines has always been associated with hardware stores, but I know a furniture dealer who has added many dollars to his profits by pushing the sale of this home labor-saving device.

He says that it is his idea to help make better homes and he realizes that a washing machine is one thing which every woman should have in those homes where the washings are not sent out.

He not only keeps a sample on display at all times, but keeps several in stock so that he can make immediate deliveries. He also guarantees satisfaction because he knows that the manufacturer will back him up.

There are several manufacturers in Canada who would be pleased to make arrangements with you if you would care to go into this line.—Marshal Bed Post.

SALES WHILE YOU SLEEP.

The problem how to make a window produce active inquiries for goods on display after the store has been closed for the night has been solved by a well known store of Utica, N.Y. A shelf was attached to the outside of the store doors over which an illuminated sign, with a pencil and pad attached to a string neareby. The sign reads, "If you see any article of furniture displayed in our windows after store is closed that interests you, write your request on form attached and our salesman will call with full information or we will send you a catalog. The owner of the store reports more than twenty requests received in one evening.—B. J. M. in Grand Rapids Furniture Record.

Kindel Bed Co. Expanding

An extensive addition to the Stratford plant of the Kindel Bed Co., which will add upwards of 60,000 square feet of floor space to the present accommodation, has been definitely decided upon, according to an announcement made by the energetic manager, Mr. F. W. Trebell. Plans are now being completed by the architect, tenders will likely be called for about the middle of July and the work will be rushed to completion before the cold weather sets in.

A couple of years ago when the Kindel Bed Co., decided to remove its plant from Toronto to Stratford, the plant formerly occupied by the Kemp Manure Spreader Co., was acquired. The company did not receive nor did they ask any concessions from the city. Coming here with a progressive, business policy founded on first-class quality of their product, they have steadily expanded. For some time it has been realized that their premises were too small for them and the announcement that the building will be definitely proceeded with is a happy augury.

The new addition will be 185 feet by 75 feet and will be located along Ontario Street, at the south of the present plant, running towards Romeo Street. It will be of red brick, three stories and a basement. It is also planned to erect a shipping shed 42 feet by 70 feet. This will also have a basement.

The firm is manufacturing a very high quality chesterfield, and living-room chairs with various combinations of davenport and chair.

Messrs. P. E. Kroehler and F. J. Seng, of Chicago, were in Stratford recently, and after inspecting the plant expressed themselves as well pleased with the progress of the business. Mr. Kroehler announced that all employees, who had been with the firm for three months, would receive a week's vacation at full pay while those who had not been employed for less than three months, would receive the week's holidays and a bonus of one-twelfth of a week's wages for each week they had been employed. The entire plant will close June 25 to July 7. Mr. Kroehler also announced that it was the intention of the Kroehler firms, with which the local plant is associated, to spend upwards of $150,000 in advertising their products this year.

At the Stratford plant a live athletic association is in progress of formation.

INDUSTRIAL CONGRESS IN ALBERTA.

Western Canada is to have a great industrial congress next month, to which manufacturers and industrial leaders of the continent, as well as those of the United Kingdom, are being invited. The purpose of the congress is educational to a large extent along industrial lines, though one of the avowed intentions is to promote and increase the friendly relationship between the United States and Canada and to create a greater unity as between Eastern and Western Canada. Subjects up for discussion are: Western Markets, Western Industry, Pacific Trade and Transportation Routes, Oriental Commerce, the future alignment as between East and West in so far as manufacturing is concerned, and the great question of building up the Pacific regions and the adjacent inland territory.

The congress is assuming international importance, and thousands of American manufacturers, as well as those of the Eastern part of Canada, as well as England, will be on hand. The discussions are to be made by men foremost in industry and science as applied to industry on this continent. Among those who will speak are Sir Robert Borden, Prime Minister of Canada; Henry Ford, Harold McCormick, head of the International Harvester Co.; E. W. Beatty, president of the Canadian Pacific Railway, and Robert Dollar, head of the Dollar Steamship Lines and many others.

All interested in industrial development in the West or in Western markets are invited to attend. The movement is accompanied by a propaganda to the effect that Eastern factories which sell to Western markets in bulk should build branches in the West. The congress dates are August 13 and 14, at Calgary, Albert, though a trip through the territory and including other Western Canadian cities will commence at Medicine Hat, Alberta, August 11, and conclude at Edmonton, the capital city, where the Premier and Government members will entertain the guests. A side trip will be made to Canadian Rocky Mountain resorts. Headquarters have been opened at the Palliser Hotel, Calgary, Canada, where a staff is employed to give further information.

FURNITURE MANUFACTURERS GO WEST.

The furniture manufacturers of Stratford are on tour throughout Western Canada. Leaving that city on Wednesday, July 9, the party went by special car to Sarnia, and by steamer to Port Arthur, from thence they are going by rail to the coast, stopping at all the principal points to look into conditions of trade, and also make the acquaintance of customers. Practically every furniture factory in Stratford is represented in the party, and they expect to be away until the end of the month, returning by boat from Port Arthur to Sarnia.

Among the places visited will be Winnipeg, Brandon, Regina, Saskatoon, Moose Jaw, Swift Current, Calgary, Edmonton, Lethbridge, Vancouver, Victoria.

REGINA FURNITURE DEALER DEAD.

R. B. Fergusson, an old-timer in Regina, Sask., and a well-known furniture dealer there, died at Toronto on June 18, and was buried at Fergus, Ont., two days later. Mr. Fergusson was a grandson of Adam Fergusson, one of the fathers of Confederation. His father was the founder of Fergus, Ont., after whom that town is named.

The late Mr. Fergusson went west to Regina in 1883. He opened a furniture store near the C.P.R. station: latterly, he has been a manufacturers' agent. Planning to spend the winter in Florida, Mr. Fergusson left for the East last fall, but got only as far as Toronto when taken ill. He underwent three operations, but without avail. His widow survives.

FACTORY NEWSPAPER FOR EMPLOYEES.

Something new in the way of getting closer co-operation between master and man is a factory monthly newspaper, now being published by the Kroehler organization for all their employees. The Kindel Bed Co., Stratford, is the Canadian branch of this organization, and the new monthly is being appreciated.

NEW GENDRON BUILDING.

The new building for the Gendron Manufacturing Company, Toronto, is north of Danforth Avenue, on part of the old Massey estate. It will have an area of 250,000 square feet. The head office of the company is in Toronto.

Canadian Furniture World

TORONTO JULY 1919 CANADA

A THRIFT REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,

THE COMMERCIAL PRESS, LIMITED,

32 Colborne Street, Toronto.

Peace, Prosperity and Prices.

A manufacturer and a general contractor sat in a club discussing business conditions a few nights ago. Said the contractor: "Where is the great prosperity we all thought was coming when the armistice was signed?" To which the manufacturer replied: "Prosperity is hovering around but everyone seems to be afraid to invite her in."

The only reason that the invitation, so long overdue, has not been extended is that people are sitting around waiting for prices to drop.

Merchants are selling but doing as little buying as possible. Manufacturers are only buying what raw material they are obliged to have for immediate use. This idea that prices are going to drop is holding up production. Prosperity depends upon production. Prosperity does not come to the unemployed whether the unemployed be labor or capital.

The real question is whether prices will drop or will we have to realize that higher price levels have become permanent?

If the present prices are going to be maintained, will we bring on disaster by waiting too long before we recognize that as a fact?

Irving Fisher read a paper before the Conference of Governors and Mayors at the White House, in which he said: "Business men should face the facts. To talk reverently of 1913 and 1914 prices is to speak a dead language to-day. The buyers of the country, since the armistice, have made an unexampled attack upon prices through their waiting attitude, and yet price recessions have been insignificant."

"When we investigate almost any individual one of the so-called high prices for industrial products, we are likely to find that it is not high relatively to the rest. Our quarrel is with the general level of prices."

"The fundamental practical question confronting business men is whether the general level of prices is going to fall. In my opinion it is not going to fall much, if at all. We are on a permanently higher price level; the sooner the business men of the country take this view and adjust themselves to it, the sooner will they save themselves and the nation from the misfortune which will come if we persist in our present false hope."

"Business men are going to find out that the clever man is not the one who waits, but the one who finds out the new price facts and acts accordingly."

If Irving Fisher is right, and as Professor of Political Economy at Yale University he has given a great deal of careful thought and study to the question, the sooner we get started the better. LET'S GO.

It means more building, more manufacturing, more selling, more employment, in fact, it means a quick readjustment to peace conditions and prosperity. LET'S GO!

Circular Advertising

For the dealer in the smaller centre the local paper will be found the best publicity medium. The average dealer in the larger centres, however, cannot use the local papers of standing because of excessive cost and the fact that there would be much lost circulation. Many dealers, therefore, must need make use of circulars distributed in their neighborhood.

Where a circular is used, some consideration should be given to the quality. Many dealers send out printed matter of such a character and printed on such flimsy paper that little attention is given to it by those who receive it.

A Toronto dealer has found it a good investment to have his weekly circular printed on cardboard so that it will remain in good condition when delivered. He has it made in tag form with a cord attached so that it can be hung on the door knob when delivered and also hung up when taken inside by the housewife.

This kind of a circular costs considerably more than the ordinary variety, but the dealer in question is of the opinion that it is well worth the extra money.

GETTING AHEAD IN BUSINESS

By W. R. Hotchkin.

The SMILE wins. Your wife knows the popularity of the dealer who SMILES.

The GROUCH is a losing competitor.

Smile in your own business, whether you meet your customers personally or not—for smiles are contagious, and your employees will learn to smile.

Teach them to SMILE. Give them cause to smile. Make them happy in their work. If you have any who don't deserve to be made happy, that's your fault.

People like to buy in a store where they are always met with a SMILE. They always come back to such a store.

If you have such a store, TELL PEOPLE ABOUT IT.

Have a store worth talking about and then TALK—and talk where hundreds of thousands can hear you, and your business is bound to grow bigger.

Some Principles of Salesmanship

By A. L. Haberkotte

In these modern days, salesmanship has justly been classed as a profession, and has been developed along scientific lines, until it ranks equally as high as law, medicine and kindred sciences, and requires equally as much study, thought and training as is required in obtaining success in any of the above.

In later years there have been developed scientific sales schools and clubs. To-day most of the larger manufacturing and commercial concerns throughout the country have their own sales schools to increase the efficiency of their sales force. Some of the big railroad companies are now educating their employees from the ground up—fitting them for positions of responsibility and larger remuneration.

Selling goods is essentially a process of the mind between buyer and seller. Psychology, as one writer puts it, is "The Science of the Mind." Every sale combines the elements of mind over mind and unless there is a willingness of the buyer to purchase and the willingness of the seller to sell there can be no sale.

Let us consider first some of the qualifications necessary for the successful salesman to possess and, second, some of the various characteristics of the purchaser.

No salesman can ever expect consideration at the hands of his customer and command his respect unless he possesses self-respect.

Every self-respecting man has a certain amount of dignity. This does not mean he should be independent or egotistical. A self-respecting salesman has the courage and determination and faith in himself so that he can look every man in the face, and be a true man in every sense of the word. The salesman should always bear in mind that he is not asking any special favors from his customers when he tries to sell him his goods but, on the other hand, should try to convince his prospect that he is there to render him service by selling him the product that in turn will prove profitable to all concerned.

Banish every sense of Fear, for the salesman that is conscious of any thought of littleness will never succeed. If your goods are right no apology is necessary when you try to sell them.

Cheerfulness, Politeness and Enthusiasm go hand in hand. "As a man thinketh, so is he." This is as true from a salesmanship standpoint as it is from a moral or spiritual standpoint. The man who can smile and does smile, the man who is cheerful even in the face of disappointment, is always in greater demand than the grouch or pessimist who is always looking on the dark side of things. Kickers and knockers have no place in the business world. Many a sale would otherwise be lost if it were not for the fact that the buyer was impressed by the pleasant, good-natured attitude of the salesman. Some authorities claim that these qualities are of as much importance as a knowledge of the goods. Showing the interest in the welfare of your prospect, and working into his confidence and good-will, will always bring its reward.

If your prospect is inclined to argue and show his resentment, agree with him for the time being, and if you are tactful enough, you will soon have him agreeing with you. A little study of human nature will convince you of this fact. A man's character is often expressed by the clothes he wears, the manner of his walk, the expression in his eyes. A judge of human nature will read a man's character in his face.

It is essential that the salesman be neat in his dress. This does not mean to be a fashion plate or to wear gaudy clothes, which detracts attention from the real man.

It is said of the president and salesmanger of one of the greatest concerns on the continent, that in a meeting of his sales force, numbering into the hundreds, he addressed a dozen or more of his men, and warned them that unless they had their clothes pressed and wore a subdued color of a necktie, that their resignations would be accepted.

Soap and water are cheap, and there is no excuse for a salesman to neglect their use. Keep your collar and shirt clean. Keep the body well bathed; a clean shave each day; hair brushed neatly and trimmed; teeth and nails should always be kept clean. Pay strict attention to your health. The salesman who is careless in all these matters will be careless of his business.

The use of cigarettes and liquor should be shunned. The smell of tobacco or liquor on the breath has lost many an order from a good customer and in some cases the buyer has quit dealing with the house altogether.

Experience has proven that it is not necessary to indulge in these habits or to entertain your customer in this manner in order to get his business.

Hope, Determination, Stick-to-it-iveness are just as important for the salesman to cultivate as any other qualifications. The man with the desire to be successful will reach his goal sooner than the man who never hopes to attain the first place in his profession. It is true some men have their wish-bones where their backbones ought to be, but the man with the definite aim and purpose in life, the man who is not a drifter, the man who aims at the bull's-eye, is bound to win the prize of the high calling of successful salesmanship. Think success and you will be successful. The salesman who possesses the bulldog spirit, the salesman who says "I will" and "I can" is the man who will not yield to opposition, no matter from what source it comes—never let go and when you are sure you are right—go ahead.

This spirit will develop confidence in yourself and nothing can stop you. Persistence in the right direction if not overdone will in most cases land the order that you are so eager and anxious to secure.

TORONTO FURNITURE DEALERS PICNIC.

A big time is being enjoyed, Wednesday, July 9, as we go to press, by the Toronto furniture dealers, who are holding their first annual picnic and games, at Scarbora' Beach. Hamilton dealers are guests, being met at the entrance by a pipe band. A dinner at Scarboro' Inn closed the day's outing. Some $1,700 was spent in prizes and amusements.

THE BIG HAMILTON AFFAIR.

All is now ready for the big picnic at Hamilton on Wednesday, July 16. Both travelers and dealers are working hard to make the outing and games a success. All the committees report progress, and it only wants a fair day with clear weather to make the picnic the biggest success ever.

ONE LITTLE AD. WON'T DO IT ALL

One step won't take you very far, you've got to keep on walking. One word don't tell folks who you are, you've got to keep on talking. One inch won't make you very tall, you've got to keep on growing One little ad. won't do it all, you've got to keep them going.

KNOBS *of* NEWS

Jones Bros. Co., Ltd., Toronto, makers of show-cases, sustained a fire loss recently.

The Kindel Bed Co., Stratford, is preparing plans for a $100,000 addition to its factory.

The furniture store of Jamieson & Co., of Hanna, Alta., was recently destroyed by fire.

A. E. Ball's furniture store at 599 Bloor Street West, Toronto, was damaged by fire recently.

Francois Lavalle, of St. Jean Port Joli, Que., furniture dealer and general merchant, is dead.

The Manitoba R.M.A. convention has been postponed because of the strike at Winnipeg, until August 12.

G. D. Wallace, Ltd., furniture and hardware dealers at Wetaskiwin, Alta., are succeeded by Roulston Bros.

The Cumfy Cushion Co. has been registered at Toronto, as also has the West End Upholstering and Furniture Co.

Seale & Son, funeral directors, Montreal, have dissolved, and Wm. Seale is continuing the business under the same name.

The Goderich Mercantile Co., Ltd., recently organized at Goderich, Ont., intends to manufacture go-carts, baby carriages, etc.

The Associated Advertising Clubs of the World will hold their annual convention at New Orleans, from September 21st to 25th.

Mark Rowe, of the Canada Furniture Manufacturers, Ltd., has been elected a director of the Canadian Credit Men's Association, Ltd.

The Northwestern Chemical Co., of Marietta, Ohio, has located its Canadian factory at Ville St. Pierre, Montreal. The manager will be P. W. Robinson.

The Grand Rapids Veneer Works, of Grand Rapids, Mich., have been authorized by Ontario charter to carry on business in that Province, provided the company does not use a larger capital than $10,000.

J. W. Borden, furniture dealer of Lethbridge, Alta., was elected Honorary Secretary of the Alberta Retail Merchants' Association at the annual meeting of that organization at Medicine Hat.

WANTED—A CHAIR MANUFACTURER.

An American manufacturer of a patented table-chair is looking for a responsible concern in Canada to make and sell this article in the Dominion.

A PLUCKY RESCUE.

Jack Harding, of the Standard Bedding Co., Toronto, effected the rescue of a young lad from drowning recently by jumping through the window of the factory and plunging into the Don River and pulling out the young chap.

The Standard Bedding factory is on Davies Avenue, which runs parallel with the Don. This is the fifth rescue Jack has made in his career, one of them being the saving of a woman who was attempting suicide, but Jack didn't know that, and anyway the woman has since died.

Furniture Exhibition at Kitchener

THE furniture manufacturers of Kitchener have adopted the "two-in-a-year" plan by conducting this year a July mid-summer furniture exhibition. This exhibition is being conducted from Monday, July 7 to Saturday, July 19—two weeks—in which they hope that dealers visiting Kitchener will have ample time and opportunity to look over the products and new lines offered by the various manufacturers.

Among the exhibitors are Baetz Bros. & Co., Anthes Furniture Co., Krug Furniture Co., De Luxe Furniture Co., Lippert Furniture Co., Geo. H. Hachborn & Co., Waterloo Furniture Co., Woeller, Bolduc & Co., Snyder Bros., F. C. Brandt and D. Hebner Furniture Co.

Some Special Features.

One of the striking exhibits shown is that of Baetz Bros. & Co., who are making suites for breakfast room, diningroom, bedroom and living-room. These suites, and as well the individual items, are shown in a variety of period styles, woods and finishes. The upholstering, too, is of varied designs and colorings.

The lamp display is both beautiful and extensive, the colored shades adding an attractiveness that is not possible with any other furniture line, and the lights always give the exhibit a presentable appearance.

The H. Krug Furniture Co.'s display also has attractiveness as a particularly outstanding feature. This firm makes an extensive line of high-grade furniture, of which hand-carved designs are prominent.

An exceedingly fine show is the range of Chesterfields. At first glance one is struck by their beauty, comfort and even luxuriousness. Living-room furniture generally of this company has a high reputation and the exhibit bears out the reputation.

Woeller, Bolduc & Co., at Waterloo, though more modest in their achievements than the larger concerns, have a decidedly worth-while exhibit of Chesterfields and easy chairs. New coverings are much in evidence. This firm prides itself on the construction of its furniture. Library tables and living-room suites figure largely in the Wieller, Bolduc exhibit.

F. C. Brandt, representing the Gem Crib and Cradle Co., the Ontario Woodenware Co. (toys) and the Hawthorne line of baby carriages, is using his showroom on Queen Street as an exhibition hall for samples of all these lines. The cribs and cradles were objects of much attention, having special features which commended themselves very highly to all visitors.

WEEK'S VACATION AT FULL PAY.

In the shape of a letter issued personally to the employees of the Kindel Bed Co., Stratford, P. E. Kroehler, president of that organization, has expressed his appreciation of the activities shown in the Stratford plant this year, and he suggested that if June was made a banner month in sales and number of pieces shipped (and it was) that he would give the employees a week's vacation. Those who have been with the company three months will receive a full week's pay. Those less than three months, one-twelfth of a week's pay for each week they have worked.

This is good stuff and will mean a real vacation for the men, and proves their loyalty. It will also mean that after a vacation they will tackle their work with a vim that will even make the output for July "sit up and take notice."

BRITISH TRADE FAIR FOR 1920.

The British Industries Fair, 1920, will be very considerably extended in its scope. The arrangements so far make it probable that there will be sufficient space for the manufactures of suitable Dominion firms to be included. The Fair is confined to British manufacturing firms, and the definition of a British firm, in this instance, is a firm whose principal works and head offices are situated within the British Empire, and which is not controlled by foreign interests. Canadian manufacturers, therefore, come within that definition and will be eligible as exhibitors.

In order to assist manufacturers who have no British representatives to arrange for the erection of their stands, the Department of Overseas Trade, Development and Intelligence will undertake the work on their behalf, but it will be necessary for firms who have no representatives to pay in advance not only for the floor space applied for, but also for the erection of their stands.

The actual regulations for the coming Fair have not yet been drawn up, but there is no doubt that they will differ only in minor details from the regulations of the fair recently held. A regulation which is particularly important to Canadian firms is Regulation 10, which states that each stand or exhibit must be in the charge of a competent representative.

For the coming Fair in London the Department has been fortunate to secure the Crystal Palace, the largest exhibition building in the world. The Fair in Glasgow is organized with the support of and under the auspices of the British Government's Board of Trade. The Birmingham committee are also acting under the auspices and with the support of the British Government's Board of Trade.

The three fairs though held in different cities (London, Birmingham and Glasgow), are in reality one fair. They are held concurrently, each fair representing a specified group of industries, and no one industry being permitted to exhibit at two fairs. In view of the fact that admission to the Fair is confined to trade buyers only, the general public not being admitted, it is satisfactory to be able to record that about 15,700 different visitors entered the Fair during the eleven days it was open this year, and between them placed orders amounting to close on £2,000,000.

The Fair will be open on Monday, 23rd February .and close on 5th March. Copies of the regulations and full particulars with regard to the coming Fair, as well as catalogues of the Fair just held, may be seen at the offices of the British Government Trade Commissioners in Canada. Applications for space by Ontario manufacturers should be made through the British Trade Commissioner's office at Toronto.

EXHIBITION OF FURNITURE DESIGNS.

Opening June 23, and continuing until July 19, there is now being held at Grand Rapids an exhibition of the Grand Rapids Furniture Designers Association. This collection was assembled in Grand Rapids, and had its initial exhibition at the New York Metropolitan Museum of Art. Grand Rapids is having its second exhibition, and afterward it is expected that it will make a tour of the country.

This exhibit consists of samples of completed furniture as well as unfinished furniture shown in the white, complete details, framed sketches, and samples of carving. It is somewhat larger than the exhibit that was shown in New York. It is understood that the Association has been asked to repeat this exhibition in the Metropolitan Museum of Art next year. It there received much favorable comment. There are no commercial features whatever connected with it, its object being purely educational. However, instructive data referring to the design, workmanship, and use of exhibits shown is furnished.

Three illustrated lectures are being given in connection with this exhibition:—July 1: Hon. Philo C. Fuller, President Grand Rapids Furniture Market Association. Subject: "Grand Rapids and American Furniture." July 8: W. G. Watrous, Publicity Expert, Chicago. Subject: "Merchandising and Advertising Furniture." Illustrated. July 15: Henry W. Frohne, Editor. Subject: "Better Furniture, Better Homes." Illustrated.

WINDOW DISPLAY IDEAS FOR SUMMER.

The time to go after business is right NOW. There are plenty of dealers who can make great plans and invent great schemes for the future. These men are always thinking of what they will do next week or next month, but next month never comes, and the great plans are never put into execution.

Anybody can think up plans that would make business if they were used, but the successful man is the chap who carries them out, who does not stop with planning and dreaming. This or any month of the summer need not be a dull month in the windows any more than the winter months. If you think that heat and dust and flies and sunshine all combine to make it difficult to get up nice window displays at this time of year, then you will find also that the summer offers some advantages in the window display line. Overcome the disadvantages and make use of the advantages.

EFFICIENCY

Write us for free demonstration

is the doorway to net profits. The Robertson Socket Head Wood Screw assures efficiency. Used by nearly all leading furniture manufacturers, etc.

P. L. Robertson Manufacturing Co., Limited
MILTON - ONTARIO

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade
SPECIAL ORDER WORK

Life Long Furniture Co., - - Ingersoll, Ont.

C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.

Talking Machines in the Furniture Store

SOLDIER SALESMEN HELP SELL MACHINES

Their experiences can be made an aid — Connecting up with recitals — Suggestions to dealers

TALKING machine men are now back from the war in large numbers, and having done their bit they have returned to their own localities, changing from khaki to "civies."

Rare indeed is the talking machine dealer or department manager who is not glad to welcome back the erstwhile soldier to his old job, or maybe a better job, and thereby strengthen his organization by the acquisition of one more experienced man. If the returned warrior had been a salseman and again takes up his duties, it is not going to take him long to get back to his old form and prove just as valuable as he was before he went away to teach the Kaiser manners. But he will also have other qualities that should add to his value to the store, if they are properly realized.

No matter how callous or how uncertain the present may be, there is always a strong attraction in the stories the boys are bringing back with them from France, of the manner in which this or that regiment or division fought; of his individual experiences from the time the transport braved the submarines, to the hour the armistice became effective.

To those concerns featuring concerts and recitals, and they are numbered by hundreds, the returned soldier, if he has the ability to talk, and a fair degree of imagination, can prove a distinct asset as an entertainer. The possible record or machine buyer may attend the recital primarily to learn something of new music offered in record form. These same people are not averse to listening for a half hour or so to a recital of first-hand experiences "over there," and the returned soldier who can supplement his own experiences with some more stories he has heard, can frame up a lecture that will keep an audience enthralled for a considerable period. Being a salesman, it would be but natural for the ex-soldier to do a little selling right after his lecture, and with the majority of audiences he should have no trouble.

Throughout the war we heard much of the importance of music to the fighting man, how it kept up his courage, strengthened his morale and steeled his nerves. Advertisements and stories have time after time brought the fact home to those who were left behind, but if a returned member of the C. E. F. himself can stand on the platform and between record demonstrations and in the midst of sample machines recite what the talking machine in the dugout, in the rest camp, or in the hospital, has meant to himself and the members of his particular outfit, his words will have more effect than reams of written messages.

In the big debarkation ports where thousands of returned soldiers are seen, the individual may not attract a great deal of attention, but in the inland cities and towns, where the returned soldiers are confined lar towns for the great adventure, the individual is a hero pure and simple, and the talking machine dealer can quiet any qualms of conscience he may feel about what may appear to be trading on patriotic fervor by the thought that he is giving the soldier-salesman an opportunity to do more business and earn more commissions.

BE THE LIVE WIRE IN TOWN.

Are you waiting for some one to push you into success?

Success is in your own hands, if you will only try the experiment of being a live wire. Branch out on your own initiative. If you do anything musical—organize a musical history class, or sing at a soldiers' benefit, or train a children's chorus—insert the announcement in the local papers. Local news is always welcome. But send or take the items there yourself. Don't wait for a good fairy to do it for you.

Should a singer or accompanist be needed at a musical or concert bob up and volunteer. And do not shy at a "thank you" proposition. Every business grows by its free samples. Identify yourself with the music of your town in every active manner that commends itself to you. Push along other people's good work as well as your own, knowing that in so doing you are helping to raise the standard of things musical in a broader way perhaps, than you realize.

Stand squarely on your own two feet, chest high, and spirit courageous. Be sure of your goods and deliver them in a firm, confident manner that will convince the public of their worth. And remember that, as every bit of steel that goes into construction work is tested, so is the new teacher tried out. Prepare to stand the test. Be a live wire.

WHAT THE PHONOGRAPH DID.

The problem of the convalescent soldier is one that is closely associated with music in the minds of many thoughtful students of reconstruction problems. Again and again, from the hospitals of France and England come stories of the use of music for shell-shocked minds and nerves. One army nurse recently recounted the story of a fine, young French officer who was brought into the hospital where she was stationed, suffering from the loss of both speech and hearing. He could not hear the roar of the big guns nor the loudest shout. Finally some one suggested trying him with music, and a record of the "Marseillaise" was put on the phonograph in his ward. To the astonishment of every one present he began to sing as soon as the opening bars of the song had been played, speech and hearing returning simultaneously. The medical explanation was that the music set in vibration certain nerves that

Window Display for Talking Machine Dealers

The talking machine dealer is often judged by the character of his window and store equipment, said some person recently. We are not concerned much about who said it, but we are or should be concerned about what was said.

Elbert Parsons in "The Talking Machine World" had something to say on this topic recently, showing how modern ideas in window display and store equipment paid big profits. His comment was:

"Variety is the spice of life" is an old saw which was never so true as when applied to window and interior arrangement of talking machine stores. Now I am going to put some pointed questions to you. First of all, is that window of yours going to present the same familiar appearance this summer that it has for the past six months?

It's a pertinent question, isn't it, particularly when you bear in mind that the leading talking machine companies are spending thousands of dollars in preparing special window displays that are well worth the consideration of dealers who desire to get "out of the rut"—to interest the public in the fact that they are alive and up-to-date—for in presenting something original and striking the men who conduct a store are advertised to the public as progressive.

It is true that talking machine dealers in larger cities and in the principal streets are believers in oft-changed windows and attractively arranged stores, but take some of the smaller towns and the less frequented sections of the cities, and there are dealers who seem to be absolutely indifferent to the value of their windows and to the fact that they have at their disposal displays that might afford evidence to their enterprise if they were disposed to take advantage of them.

You can pass these small stores for months at a time and window displays are unchanged: machines and records are dusty and poorly placed, and there is a general air of indifference to one of the most profitable means of interesting the public in the store.

The time is then ripe for action—for change. You are, unless your attention is called to it, very apt to become "accustomed to things," and it is "bad business"—this "becoming accustomed." The public's taste runs to variety—that is a pretty well established truism by this time. It is your business to increase your business by catering to the tastes of the public. You owe it to yourself and to your business. In fact, you can never hope to be successful beyond a small degree unless you have sufficient psychology in your make-up to realize that the man is judged by his store, and that the infrequently changed, ill-kept window is the most positive proof of a store being run by a man who has poor business tact and ability.

People in your community do not care to deal with such a store; they are apt to go elsewhere—to the man who believes that "the window oft proclaims the man" and spend their money for talking machines and records in pleasing environment.

Change, individuality, variety—call it what you will—always appeal, and the dealer who will succeed is he who realizes this fact not only as applied to his window, but to the entire interior arrangement of his store.

In many cases it might be well to create a general upheaval of store traditions and install modern ideas of equipment throughout—ideas that will make the store a more attractive place for people to trade in; a place where they will visit more frequently, and where they will feel at home.



A vase of flowers or some such touch gives a summery flavor to even the most ordinary window display.

The war is now over, and we can prepare for a good long stretch of prosperous times, hence hustle things around right away. Let no moss-grown policy prevail.

Fix up your window and your store so that it will stand out as a model—as an example that will be talked about in the neighborhood. Be individual and progressive—particularly so if you are living in a community where merchants are indifferent to the value of window and store arrangement. Remember that it is not the locality that counts as much as the store. The attractive talking machine store can dominate the locality, and every penny spent for frequent window displays and artistic interior arrangements will pay a big profit. It may be said this is an old topic, but the subject is one that is well worthy of being reiterated and emphasized.

CARE OF PHONOGRAPH RECORDS.

The longevity of phonograph records may be doubled if proper care be exercised in their use, and dealers can be of benefit to their customers if they will but pass on to them hints that will make them keep their talking machines and records more often in mind.

When we have the privilege of listening to the great artists through the medium of the record, we should see to it that the reproduction is perfect, as far as our care of the machine and record may make it. Nothing can be so irritating as to listen to an otherwise artistic performance, than to one on a record which produces a grating, grinding sound. Too many people blame the machine in an instance like this, when the fault lies in lack of care for their records, assuming of course that



An odd background used to show up a single instrument.

their machine is cared for and in order. Before using a record it is well to examine it carefully. If there be any fault, it may be that the record is badly worn, the deep grooving usually being the cause of the gritty sound produced. If the following advice is applied, it should have the effect of making your machine a real musical instrument.

First, see to it that the turntable of your phonograph is revolving at the correct number of revolutions per minute, so as to secure the proper tempo at which certain compositions should be played. If doubt arises on this subject, any reliable dealer will be glad to supply information.

Second, always clean off your record before playing. Use clean, soft cheese-cloth for this purpose with a very little oil on it—not enough to grease the record, but just enough to lift the dust and lint.

Third, when using steel needles, change each time after playing. When using jeweled needles, wipe the dust off each needle ever time.

Fourth, never let a record rub against a hard surface of the turntable, it should be replaced in a stiff cardboard envelope or record album.

Strict observation of the foregoing rules will double the life of all records while securing one hundred per cent. of pleasure to their happy possessor.

PHONOGRAPH AS MUSICAL EDUCATOR.

Much has been said about the educational value of the moving pictures and, unfortunately, much of the latter's talked of value has proved illusory. Little has been said of the phonograph as a factor in musical education and at the present time it seems to lie with the manufacturer of records whether the phonograph remains a toy and a luxury or becomes a real means of musical development. There is not now, and there has never been such a means of teaching music to the general public—and yet it seems that the record makers do not always remember that they have a duty to perform to the public, as well as money to earn.

Why are there not more records of newer and less known works on the market? Why are not some of the ancient miracles made available through the phonographic medium? Must we always confine ourselves to the cheap and the banal? Must an eminent violinist, for instance, sewn up in an exclusive contract, give us his art via a popular sentimental song that will become stale in a month, when there are so many beautiful works, old and new, clamoring for performance through his art?

NEARLY ATE THEM

A fussy little man hurried into a restaurant and excitedly said to one of the waiters:

"Were you here half an hour ago?"

"Yes," the waiter replied.

"And did you wait on me?"

"I rather think I did."

"Well, I lost something when I was in here."

"What was it?"

"A half dozen small-sized disc records."

"I have them right here back of the counter for you, but they are a trifle mussy."

"What d'ye mean, mussy?"

"You left them there on a plate and the next gink who came in poured syrup on them, thinking they were a stack of wheats."—Youngstown Telegram.

BOWERY NOW SELLING TALKING MACHINES.

New York's Bowery, renowned of old for many things, is now attracting notice for its increased business in talking machines. The music stores are full of machines of different models and makes, not the small machines, but the more pretentious ones selling for $100 and up. Dealers on that thoroughfare say that many people are buying the high priced machines.

ALASKA EMPLOYEES OUTING.

The annual picnic of the Alaska Recreation Club, Montreal, was held on Saturday, June 14th, at Lavaltrie. The steamer "Three Rivers" was chartered for the day, and the party numbered in all nearly 450. They left Victoria pier at 9 a.m., and the sail down the St. Lawrence was a most delightful one. Lavaltrie was reached about noon, where, after luncheon, games, races, etc., were indulged in, and altogether a most enjoyable day was spent.

Among other items of the program was a baseball match between the Alaska Recreation Club team and the employees of Layton Bros., piano dealers. Owing to the lateness of the hour, the game was called at the end of the 5th inning, with the Alaska boys showing a very substantial lead.

During the return journey, the prizes won were distributed to the lucky winners. The orchestra dispensed sweet music and the finale was celebrated by a real thunder storm which greeted the picnickers on their arrival in Montreal at 10 p.m. The undertaking was in every way a most successful one.

The officials of the Alaska Recreation Club are as follows:—Hon. President, J. H. Sherrard; Hon. President, Richard Bradshaw; President, Roland Gomery; Vice-President, George Buckley; Vice-President, Leo. Flanagan; Committee, W. Dubuc, A. Healey, T. Kearney, E. Leger, G. Lightfoot.

The Story of Furniture

By S. M. WIRTS.

Article 1.

THE history of furniture is necessarily the history of civilization, it also being essential to introduce a few architectural features to explain period designs. Beginning with the Egyptian, 4000 B. C., the materials used were stone, metal, reeds and leather, the insignia of Egypt being the globe surrounded by two asps, with the conventional wide eagle wings at the sides. The motifs of design were the feather, the palm and the lotus; the feather representing freedom; the palm victory or peace, and the lotus, the first flower to bloom after the receding of the waters of the Nile, signifying immortality.

The columns of the early temples were constructed of reeds fastened together by cords or strips of leather, and when eventually the columns were made of stone, the same indication of the reeds and the rope fastenings were shown in the designs. The first piece of furniture of which we have record is the working stool, used by men working on the stone work of the temples. The second article that made its appearance was a stand holding a vase or dish, used for holding water or food, and finally a table constructed of reeds, fastened together with strips of leather, and with a flat top. The excavations of the pyramids, catacombs and labyrinths have brought to light these early articles of furniture. Egyptian decoration was highly colored, as is to-day the work of barbarous or semi-barbarous nations.

The styles of architecture of Assyria and ancient India, 2000 B.C., when articles were constructed of stone, cypress, sycamore and bronze, were very similar to the early Egyptian or Babylonian styles. In addition to using the early Egyptian column, the Assyrians utilized the figures of the sacred bull, in a crouching position for the capitals. The lotus flower was used extensively in decoration—and it was without doubt the origin of the French fleur-des-lis. The Arabian, Turkish and Moorish styles carried out the same general motifs of decorations as the other contemporaneous countries.

India, China, and Japan, with its Buddhist religion, naturally have very similar styles of decoration. Chinese art dates back to 3500 B.C., with Confucius 500 B. C., and the Japanese, 1200 B.C., the materials used being teakwood, ebony, ivory, rosewood, bamboo and lacquer work. The predominant feature of design was the dragon. Practically all the pictures which we find upon screens, utilized for the interiors of houses, were decorated in one of the following motifs; heaven was represented as round, with conventional clouds in the lower left hand corner of a circle. This represented the positive—or male. Earth was represented as square—the negative or female. The picture would include the ocean, the mountains or earth and the sky—the result being the universe.

A Japanese example of a teakwood table, which shows the origin of the cabriole or curved French leg with a claw foot, is the first instance that we have of this type in history. A Chinese table is represented by an inlaid and lacquered octagon stand. These articles of furniture have been made for thousands of years, with little or no change.

THE PRESS AND THE FURNITURE TRADE.

Speaking at a recent lumberman's convention, one of the speakers, according to the Chicago Furniture Journal, blamed the motor car for the curtailment in the sale of lumber, which has been more and more apparent during the last few years. "The motor car has done more to curtail the use of wood than all the substitutes combined," he said. "Millions of dollars that should be going into improvements on farms, new buildings and homes are now going into the purchase of motor cars."

No doubt the furniture trade has also suffered from the same cause. Much money that would be spent in home furnishings is spent on automobiles. "If we can not have both home and auto, we'll have an auto," seems to be the general idea, and the chooser sails around in his glory for a few hours, and then lives a hand-to-mouth existence in every other way.

Perhaps this is largely due to the vast amount of publicity given the automobile by the press, and it is undoubtedly also partly due to the splendid organization of the industry. When the public press is filled to repletion with pictures and write-ups of the various makes of cars, when picturesque photographs of scenic beauties to be reached by automobile are shown on every page, when a whole section of the Sunday newspaper is devoted to the splendors of the great national highways, the tourist hotels and all the other allurements to the autoist, it is small wonder that the psychological effect on the mind of the mere human is to create a wild desire for a benzine wagon.

There is no question that furniture plays a far more important part in the lives of the people than do automobiles. They have to live with their furniture more or less continuously, while the auto affords only an occasional treat, and the comfort and pleasure they cou'd obtain from the first would in the long run bulk up much larger than that obtainable from the latter, if equal care and enthusiasm were devoted to its selection.

Then why cannot the press give equal space to the styles and qualities of furniture? As a matter of fact, it doesn't give any. We have in Chicago an annual automobile show, and a semi-annual furniture show. Last January they happened to be co-incident. Page after page of the Chicago daily papers was given over to the doings at the Coliseum, but there was not one single reference to the furniture exposition beyond the mere announcement that it and a number of other conventions were being held.

Why is the furniture business absolutely ignored by the newspapers? Is it because they think they will get anyway the furniture advertising that is being done? This, it is true, does not equal in volume that of the automobile industry. It is, however, well worth some consideration, and it is regular and sure. It seems, therefore, that a concerted effort ought to be made by the furniture trade to get the newspapers to take more interest in this important field. Not only in the larger cities, but in smaller places, the steady furniture advertiser ought to insist that the newspapers which he patronizes give as much space to the things that go into every home as they do to the luxuries that comparatively few can enjoy. Perhaps this is a subject that could be taken up at some of our furniture meetings.

Almost every woman—whether she heads a modest little household or is mistress of a mansion—is at heart a home-maker and a home-keeper. Feminine minds are susceptible to the home appeal always.

Many Furniture Dealers are Selling

PHONOLAS



Model "Princess" $200.00

Progressive furniture merchants know that the phonograph is just as much a household necessity as a bed or table. Hence the need for a talking machine department with a line of dependable instruments and records.

You can sell Phonola talking machines and Phonola records with every confidence that they will be satisfactory in tone, finish, and equipment.

Phonola Retail Prices

Style—	Organola	$375.00
"	Prince	250.00
"	Princess	200.00
"	Grand Duke	165.00
"	Duke	135.00
"	Duchess	105.00
"	" B	69.00
"	" G	27.50

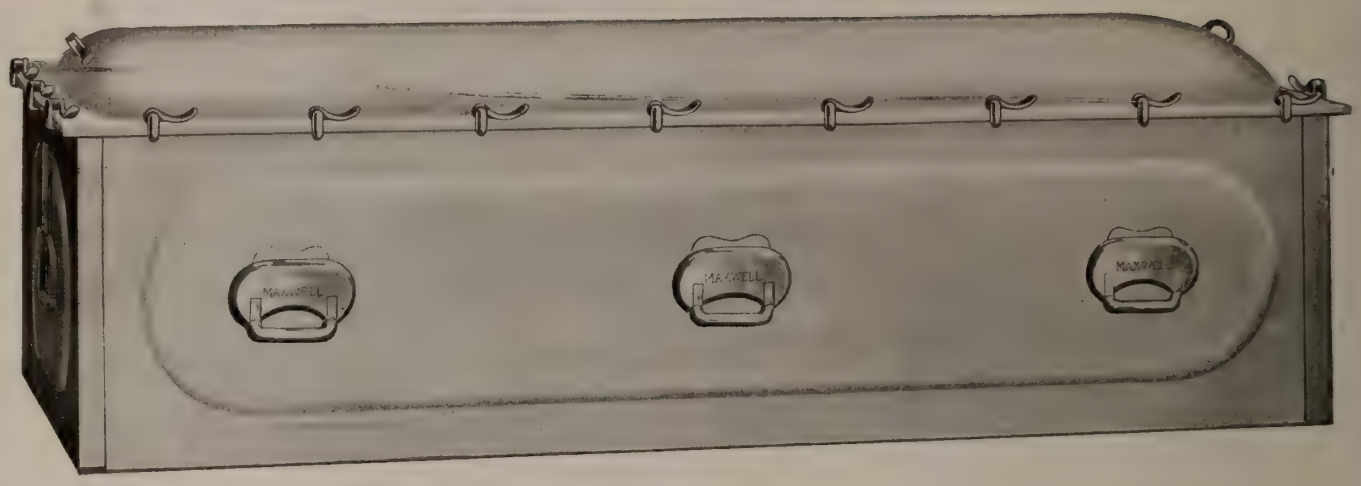
Usual discount off these prices to the trade

The Phonola Company of Canada, Limited

KITCHENER : : ONTARIO

The Standard Vault

THE MAXWELL



Manufactured Exclusively of Copper Bearing Steel

This material is now acknowledged quite generally to be the most rust-resistant steel or iron available for the manufacture of steel vaults.

Its Superiority

authoritatively proven by recent comparative tests, has been acknowledged by the many manufacturers who have adopted it.

We were among the first. ***Many others will follow.***

We Are Pleased to Announce

that all our goods are now constructed exclusively of this material, and that recent reductions in the cost of same will enable us to do this without any advance over our regular list. Write your dealer for prices.

As we have been using Copper Bearing Steel for the past five years in our well-known and justly celebrated Copper Alloy Vault, we are now in a position to use it exclusively.

We are offering it in our Regular Aluminum and Gold Finish at our regular list price. If desired in the Copper Bronze Finish with White Enamel Interior, there will be an extra charge of three dollars for the adult sizes. Carried in stock by all leading jobbers. Write for prices.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

WESTERN CANADA ASS'N CONVENTION

Fifteenth annual meeting—Reports and addresses—Lectures by Prof. Hohenschuh—The entertainment side

THE fifteenth annual convention of the Western Canada Funeral Directors and Embalmers Association was held in Manitoba Medical College, corner of Bannatyne Avenue and Emily Street, Winnipeg, on July 2, 3 and 4.

President A. S. Bardal, of Winnipeg, was in the chair, and there was a full complement of officers present—Vice-presidents J. Kerr, Winnipeg, and Geo. Paull, Swan River, and Secretary-Treasurer A. B. Gardiner of Winnipeg. D. R. Orr, of Portage la Prairie, was an efficient sergeant-at-arms, and the convention was graced by the presence of Honorary President A. Broadfoot, of Moose Jaw.

Satisfactory reports were presented and auditors R. J. Burland, Rapid City, and S. G. Simpson, Neepawa, certified to the correctness of the books and accounts.

The convention was called to order at 9.30 on Wednesday, July 2. Following was an invocation and an address of welcome by a representative of the Winnipeg City Council. This latter was responded to by R. J. Campbell, of Brandon.

Following this was the introduction of Prof. W. P. Hohenschuh, of Iowa City, Iowa, who delivered a striking and illustrating address covering his subject matter of the convention. The next hour was given up to the officers' reports and appointment of committees. The professor filled out the rest of the morning.

The afternoon program was given over to two lectures by the professor; report of membership committee; the reception of the new members; and an address delivered by W. R. Orr, of Portage la Prairie. A question box bee under the superintendency of the President was a good feature and caused much discussion by the members, so much so that the bee was taken up the following morning, following the Professor's address.

The second day's session was given over to general business, and in the afternoon the presentation of reports of the committees and nomination and election of officers.

The morning of the third and final day was taken up by examinations, under the examining board of the Provincial Board of Health, the members of which are: A. B. Gardiner, R. J. Campbell and Dr. G. Bell.

Unfinished business was next disposed of and at noon the convention adjourned to accept the hospitality of the local supply houses.

Professor Hohenschuh's course of lectures at the convention covered these topics. Blood discolorations, circulation and respiration, anatomy of organs of circulation, cavity preservation, arterial embalming, bacteriology for embalmers, decomposition, communicable diseases and disinfectants, post mortem cases, cosmetics and demi-surgery.

WINDSOR FIRM REMODELS PARLORS.

A. J. Janisse Bro., funeral directors and embalmers, at 133-135 Sandwich Street East, Windsor, Ont., have just finished re-vamping their premises. A new chaple is one of the features. It is 15x30 feet, with tiled floor. The morgue, 12x12 feet, also has a tiled floor and off this are two vaults.

A reception-lounging room 5x15 feet, tiled floor, and furnished with easy chairs and couches is an added feature. Palms give a tone to the room.

A new motor hearse, mounted on a Studebaker chassis has been added to the equipment. The firm, too, is now making its own cloth caskets.

Dr. G. W. Ferguson and Mrs. Ferguson have again taken up summer quarters at Balmy Beach, Toronto.



A. B. GARDINER, Winnipeg
Western Canada Association's energetic secretary.

ALL READY FOR C. E. A. CONVENTION

Get together in large numbers, the slogan for this year—Program and events—Some of the special features

WHY YOU SHOULD COME.

THERE are so many features to this year's Convention that it is advisable for members to make early arrangements to be present. Be sure to take in the picnic and games, on Wednesday afternoon. They will beat the "greatest show on earth."

Every member in good standing as he registers at Convention Hall will receive a complimentary ticket, entitling him to all the privileges of the picnic, games, dinner and entertainment.

Reconstruction is in the air, so this year's Convention will be a "practical" one. Prof. Renouard will address in plain, understandable language, and will do his work along the most scientific and up-to-date lines.

A contest for a $100 grip and complete set of instruments will be an added feature to this year's Convention, open to those who attend the business sessions. The drawing will take place at the Island, the winner being announced after the dinner.

ONE OF THE BIG FEATURES

This year will be an address on "Better Business Methods for the Undertaker," by Prof. Clifford G. Askin, of Indianapolis, Ind. This topic should be of unusual interest to all funeral directors who wish to make a success of their profession.

Prof. Askin has spoken before a great number of State conventions across the line. He is a practical embalmer and funeral director of twenty years standing. He was instructor of embalming in the University of Michigan, and as well conducted an embalming school, but had to give them up because of pressure in his own business.

The Professor has worked out a large number of advanced sales, office and collection principles and methods; and these are subjects on which he talks. Those who have heard his address speak of it in the highest terms. Of course you want to hear him.

Come to the Convention and let Prof. Askin try to solve your problems.

CONVENTION PROGRAM

Tuesday, September 2nd.

The Officers will receive members 9 a.m. to 10.30 a.m.

10.30 a.m.—Convention called to order by President Norman L. Brandon.

Reading of Minutes.

Prof. Chas. A. Renouard will give a short introductory talk, covering the subject of his lectures and demonstrations.

Afternoon Session.

The Secretary will be present at 1.30 p.m.

1.30 to 2.30—Open to give members of our Association an opportunity of addressing the Convention on any subject beneficial to the profession.

2.30—President's address.

Appointment of committees.

3 to 4.30—Lecture by Prof. Renouard.

Embalming; the body and its constituents; putrefaction; arteries, veins and capillaries.

Wednesday, September 3rd.

Meeting called to order.

Secretary's report.

Treasurer's report.

9.30 a.m.—Special address of important interest to all funeral directors, by Prof. Clifford G. Askin, of Indianapolis, who will give an hour's address on "Better Business Methods for the Undertaker," a very important topic for those who hope for success.

10.30—Lecture by Prof. Renouard.

The blood; circulatory systems of the body; arteries and veins; use of various arteries for injections. Modern embalming and removal of blood with modern instruments.

Afternoon.

Our big Annual Picnic and Snack at Island Park.

Baseball championship—Funeral Directors vs. Travelers.

Races for men, women and children, of all ages and sizes.

Contests and stunts of all kinds.

Tug-of-war—Eastern Ontario vs. Western Ontario Funeral Directors.

Come along and try for some of the beautiful trophies donated by the manufacturers. Don't miss this. Come along. All welcome.

Following the games we will adjourn to Hotel Manitou for dinner, and to hear Jules Bazil and Will Whyte sing songs and tell funny tales.

During and after dinner the C.E.A. Glee Club will give their choruses. And at its conclusion the prizes will be distributed, and the results of the contests announced.

Be sure you are there. Boat leaves foot of Bay Street at 1.30.

Thursday, September 4th.

9 a.m.—Committee reports and unfinished business

10 a.m.—Lecture by Prof. Renouard.

Dropsy and its treatment; drowning; gangrene and it treatment; infection, contagion and disinfection. Bacteriology as it relates to the embalmer; embalming of infants with special instruments; autopsies and their treatment.

11 a.m.—Nomination and election of officers.

General and new business.

CONVENTION ATTENDANCE A PRIVILEGE.

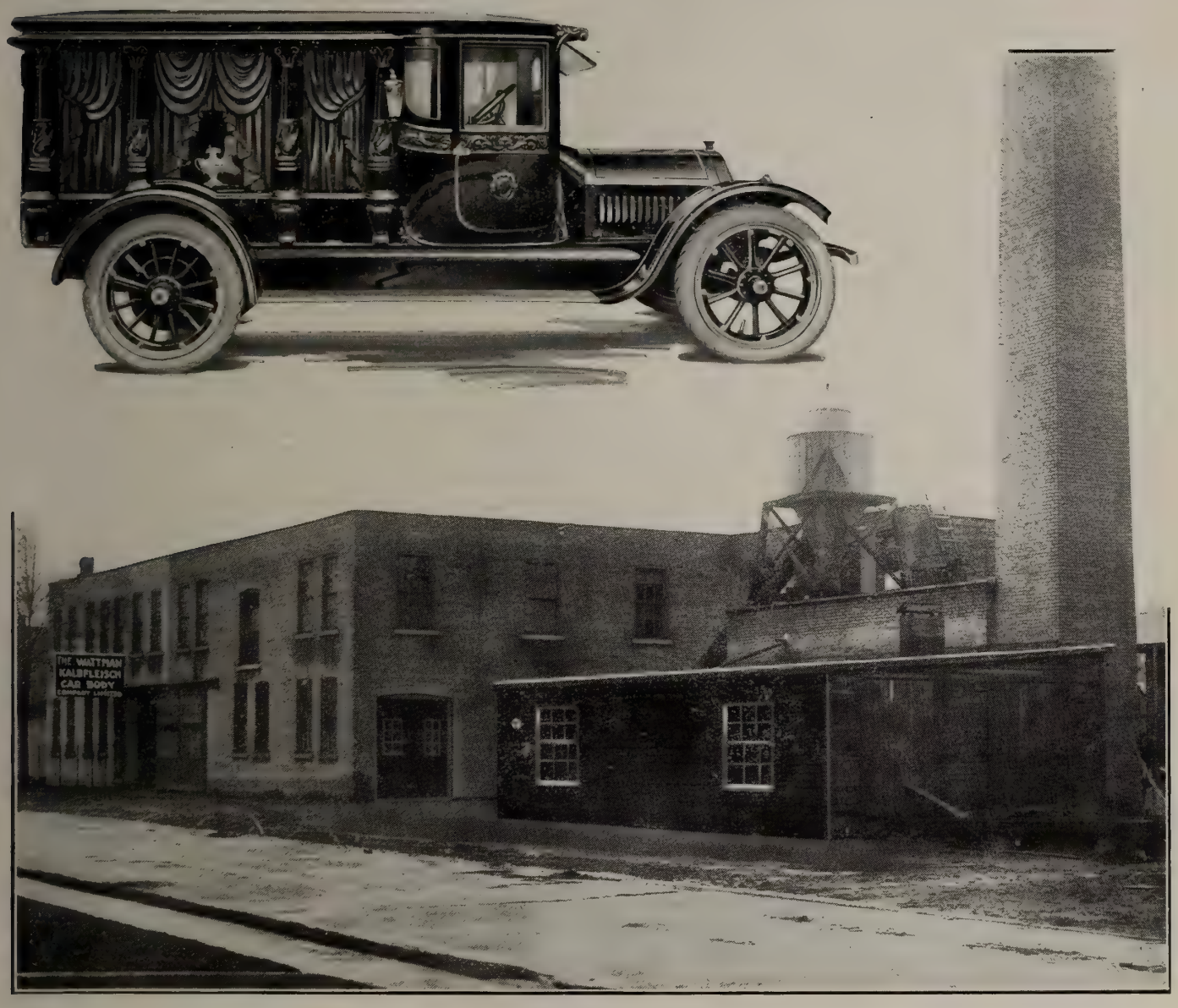
I feel that every embalmer should attend the convention every year.

Some day, when we are all perfect in our work and experience, nothing that mystifies us, we may stay at home, but at the present time there is some benefit to be derived from the personal experience of the most humble exponent of the art.

To attend the Toronto meeting is a privilege which should be taken advantage of by every Canadian embalmer—Chas. O. Dhonau

MOTOR HEARSES

Our new plant at Stratford is now in operation, and work on bodies started in Toronto is rapidly being completed. We can now make quick delivery on Hearses, Ambulances, Sedans, and Service Wagons; also Muter Tops.



Funeral equipment built by the Wattman-Kalbfleisch Company will command the admiration of the very best trade. We suggest that you get our quotations on your requirements at an early date.

THE WATTMAN-KALBFLEISCH CAR BODY COMPANY
LIMITED

140 MILTON STREET, STRATFORD, ONTARIO

Afternoon Session.

2 p.m.—Installation of officers by retiring president, followed by conclusion of unfinished business.

3 p.m.—Concluding lecture by Prof. Renouard.

Question Box, and such special work as may be deemed advisable.

Practical demonstration of modern methods of removing blood from any part of body with special tubes and instruments. New method of cavity injection with removal of gases and liquids from all parts of the body; modern methods of removing tissue gas from chest and neck; rigor mortis and its meaning; discoloration; poisons and their characteristics.

Friday, September 5th.

Examinations by Ontario Government Board, commencing 9 o'clock.

SCHOOL PROGRAM.

It is Prof. Renouard's desire to have all students pass the Examining Board; and we want no exceptions.

School will open Tuesday, August 26th, and will continue for the week.

Your prompt attendance and careful attention at all sessions will greatly help both yourself and your teacher.

Below are given a list of subjects that will be taken up at the School and Convention:

LIST OF LECTURE SUBJECTS

Embalming—The body and its constituents.
Putrefaction.
Arteries, veins, capillaries.
The blood.
Circulatory systems of the body.
Arteries and veins of the body.
The use of the various arteries for injections.
Modern embalming, and removal of blood with modern instruments.
Dropsy, and its treatment.
Drowning.
Gangrene and its treatment.
Infection, contagion and disinfection.
Bacteriology as it relates to the embalmer.
Embalming of infants with special instruments.
Autopsies and their treatment.
Practical demonstrations on bodies provided for this purpose, showing modern technique in treating black eyes, sunken features, discolored ears, finger tips and nails.
Special demonstration of body of baby, showing modern technique in these cases with special instruments provided for that purpose.
Demonstration of modern methods of removing blood from any part of the body with special tubes and instruments.
New method of cavity injection with removal of gases and liquids from all parts of the body.
Demonstration showing modern methods of removing tissue gas from chest and neck.
Provision will be made to permit members to raise the various arteries of the body under direction of the lecturer.
Signs and tests of death.
Rigor mortis and its meaning.
Medico-Legal examinations.
Discoloration and its relation to legal questions.
Poisons and their characteristics.

WATTMAN CO. OPEN STRATFORD PLANT.

The W. H. Wattman Car Body Co. report business as very heavy, and in a recent statement Mr. Wattman expressed himself as appreciating very much the patience of customers. Owing to strikes and want of room the firm have been held up in getting out their orders.

The new plant at Stratford of the Wattman-Kalbfleisch Co. is now in operation, and the firm is rushing the work in hand as quickly as possible. One of the pieces of reconstruction work recently undertaken by the firm was a body they built in 1902 which was upset on the Hamilton highway and now this year remodelled on up-to-date lines.

TORONTO'S DEATH RECORD.

That there were 1,408 deaths from influenza and 1,307 from pneumonia in 1918, as compared with 39 and 815 respectively in 1917, is reported in the Health Department's analysis of the 7,635 deaths occurring in the city last year.

Other death records are: Organic heart disease, 470; cancer, 412; tuberculosis, 363; diseases of arteries, 282; diarrhoea and enteritis, 216; cerebral hemorrhage, apoplexy, 196; Bright's disease, 139; diphtheria, 97.

HANG ME UP AS A REMINDER

Now The War Is Over
Reconstruction Is In The Air

"Get together in large numbers" is the slogan for the coming Canadian Embalmers Association Convention, September 2, 3 and 4. (School sessions August 26,27,28,29)

You form a part of that body, and without your presence the Convention will not be complete. See to it that yourself and family attend for reasons of education and mirth.

Program will follow in a few weeks. It will contain information about the Association, the School, the Convention, and the big Picnic and Games. Watch for it.



JULES BRAZIL

A merry little humorist who makes a piano talk, and has the happy, humorous faculty of making a whole gathering join in the merry-making. Mr. Brazil stands alone as an artistic entertainer.

This does not apply to you



Ten Ways To Kill An Association

1 Don't come to the meetings.
2 But if you do come, come late.
3 If the weather doesn't suit you, don't think of coming.
4 If you do attend a meeting, find fault with the work of the Officers and other Members.
5 Never accept an office, as it is easier to criticize than to do things.
6 Nevertheless, get sore if you are not appointed on a Committee, but if you are, do not attend the Committee Meetings.
7 If asked by the Chairman to give your opinion regarding some important matter, tell him you have nothing to say. After the meeting tell everyone how things ought to be done.
8 Do nothing more than is absolutely necessary, but when other members roll up their sleeves and willingly unselfishly, use their ability to help matters along, howl that the association is run by a clique.
9 Hold back your dues as long as possible, or don't pay at all.
10 Don't bother about getting new members—"Let Norman do it"





WILL J. WHITE

who is rightly termed "The King of Fun Makers," for Will J. has an unlimited repertoire of comic sketches, songs and monologues, and is one of those comedians who are really funny.

Remember the Time—September 2, 3 and 4—and the place—Toronto

Without doubt one of the finest showrooms on the American continent.

Caskets on display in effectively-illuminated large silent salesmen.

Two private salesrooms for exclusive or for requested display.

Hardware, Robes, Linings, and Accessories displayed in special departments.

Reception room, fireplace—large, bright, cozy, warm, homelike appearance.

Quiet, private entrance, separate from factory and business offices.

Grand Announcement

ONE OF THE OUTSTANDING FEATURES OF "DOMINION SERVICE," AND ONE WHICH SHOULD PROVE A TREMENDOUS FACTOR IN UPLIFTING AND MAINTAINING STANDARDS IN THE PROFESSION, IS OUR NEW (DOMINION MANUFACTURERS, LIMITED) SHOW ROOM, SITUATED AT 109 NIAGARA ST., TORONTO, CANADA, WHICH WILL BE READY FOR THE CANADIAN EMBALMERS' ASSOCIATION CONVENTION IN SEPTEMBER.

A show room approximately 40x100 ft. perfectly furnished, effectively illuminated, and stocked with a comprehensive display of "DOMINION SERVICE PRODUCTS." A quiet appropriate entrance, private from factory and business offices, with an air of refinement, that is in keeping with its purpose. A reception room large and home-like, two private sales rooms where upon request, special arrangement or displays can be shown, caskets fully displayed in large dust-proof silent salesmen, casket hardware, burial robes, casket linings, embalming sundries and accessories classified so as to make the best possible selection, whereby a progressive Funeral Director, in utilizing these advantages, is in a position, not only to satisfy himself, but the requirements of the most exacting client from the wealthiest to the man of moderate circumstances.

All our branches have their respective show rooms, but our new one at Head Office is undoubtedly one of the finest on the American Continent. "DOMINION SERVICE" show rooms are dollarless investments for you. You pay no interest but you obtain profits in proportion to the number of times you make use of these rooms. They are gilt-edged securities and wise Funeral Directors have been investing in them and have reaped great gains from them for many years.

Illustrated catalogues and photographs have their uses, and we must have them, but how much more satisfaction to any customer in seeing the actual goods he is going to purchase. Have your own show room "up to the minute," and get the full benefit of your investment. Common experience proves that the average person entering a shop where goods are well displayed buys something better than he intended to. Recall to your mind the last visit to your clothier or haberdasher, and you will find ready confirmation to this statement.

Experienced salesmen at your service, should you desire them, to help wait upon the family, if you are using our show rooms. On the other hand you can handle the sale entirely by yourself and there will be no intrusion on the part of Dominion Service Salesmen.

AT YOUR SERVICE AT ALL TIMES

Dominion Manufacturers, Limited

Head Office and Showroom:
109 Niagara St., Toronto, Can.

SERVICE IN DESIGNS

DOMINION SERVICE

SERVICE IN QUALITY

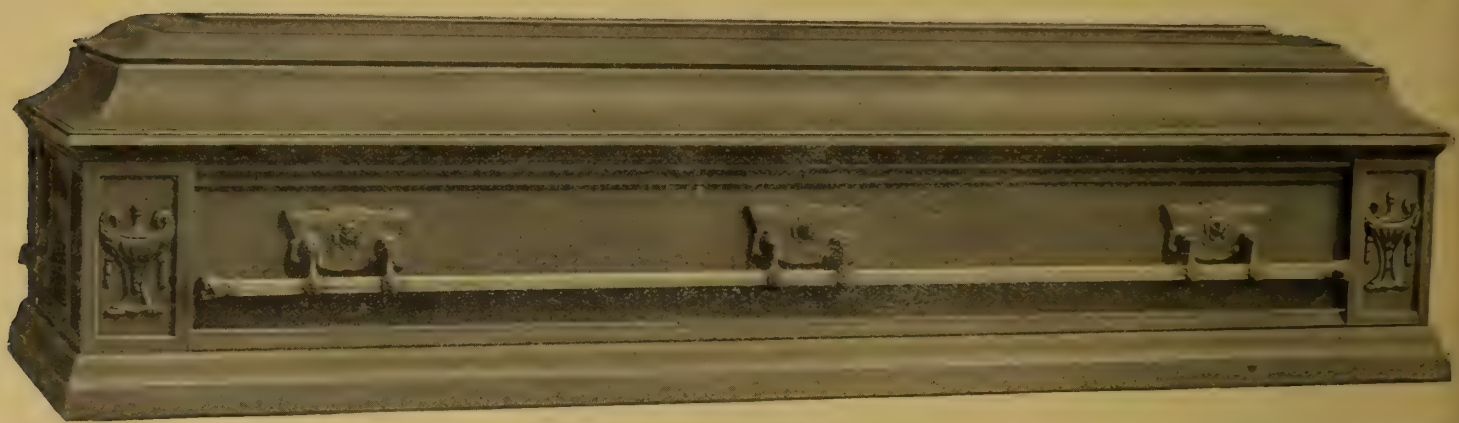
BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited London, Ont.
Girard & Godin, Limited Three Rivers, Que.

The Semmens & Evel Casket Co., Hamilton, Ont. Limited
Christie Bros. & Co., Limited Amherst, N.S.
The Semmens & Evel Casket Co., Winnipeg, Man. Limited

The D. W. Thompson Co., Limited Toronto, Ont.
Girard & Godin, Limited Montreal, Que.
Vancouver Casket Co. Vancouver, B.C.

Reproduction of the **SPARTAN GOLD SPARTAN COPPER SPARTAN SILVER SPARTAN BRONZE** *is most wonderful*



No. 602 H.P.—Made in any Spartan finish. Upholstered inside with silk, and trimmed with No. 1344 Extension Handle.

Our SPARTAN *Gold, Silver, Copper, Bronze*

CASKET HARDWARE is in great demand. It ***must*** be giving splendid satisfaction, for our sales are far greater than we ever anticipated. Our new showroom display will convince you that our line is complete and popular.

"Quality, Style, and Finish—Guaranteed"

Dominion Manufacturers, Limited Head Office and Showroom: 109 Niagara St., Toronto, Can.

GAMES AND SPORTS.

The program of the sports for Wednesday afternoon, September 4th, is as follows:

1—A real ball game between the Travellers and the Funeral Directors. Prize—Box of cigars given by C.E.A.

2—100 yards, open to members under 25 years.
1st prize—Case of Canicula Embalming Fluid.
2nd prize—Box of cigars.
3rd prize—Confectionery.

3—75 yards, open to members between 25 and 35 years. Prizes donated by Dominion Manufacturers, Ltd.
1st prize—Value $6.00.
2nd prize—Value $5.00.
3rd prize—Value $4.00.

4—Old Boys' Race, 75 yards, open to members over 35 years. Three prizes donated by The St. Thomas Metallic Vault Co., Ltd., St. Thomas, Ont.

5—Fat Man's Race, 200 pounds or over, open to members. 60 yards.
1st prize—Case of Eckel's special "Zero" embalming fluid. Donated by H. S. Eckels and Co.
2nd prize—Donated by Central Casket Co.
3rd prize—Box of cigars.

6—Ladies' 50 yards dash—Open to wives and daughters of licensed embalmers.
1st prize—Donated by Elliott Bros., Prescott.
2nd prize—Donated by Elliott Bros., Prescott.
3rd prize—Donated by Elliott Bros., Prescott.

7—Handicap Race, 75 yards, open to proprietors actively engaged in business. Prizes donated by Evel Casket Co., Hamilton.
1st prize—Lady's or gent's robe, value $5.00.
2nd prize—Lady's or gent's robe, value $3.00.
3rd prize—Lady's robe, value $2.00.

8—Assistants' Race, 100 yards, open to students at this year's school. Donated by Canadian Furniture World and The Undertaker.
1st prize—24 months paid up subscription.
2nd prize—18 months paid up subscription.
3rd prize—12 months paid up subscription.

Other events will be added between now and picnic time, including:
Walking Race for married ladies.
Wheelbarrow Race for the huskies.
Thread and Needle Race for travellers.
Clothes Pin Race—Very funny.
Potato Race for ladies.
Peanut Race for members.
Boot and Shoe race.
Biscuit Eating and Whistling Competition.
Marble Throwing Contest,
And a big
Tug-of-war Contest between Eastern Ontario and Western Ontario Funeral Directors.

TOOK PICTURE OF CORPSE.

A rather strange sight greeted the eyes of a number of Toronto people a few days ago at the funeral of a Bulgarian. It may have been part of a special funeral service given by the group of foreigners, but at any rate the remains of one of their number was photographed with much ceremony before being taken to the grave.

The casket was carried to the wall of the house and the lid removed. It was then placed upright against the wall and the flowers were strewn on the ground. One of the foreigners got his camera in place, while the mourners arranged themselves around the casket.

As Told By Jack McLaughlin

"I want to die with my boots on," declared Pizen Pete.

"Your wish will be granted if you track mud on my carpet," announced Cactus Kate.

Aaron, one of the partners of Aaron and Jacobs, was drafted into the army. About a month later, he received a telegram from Jacobs which read—

"Business burned out. Got $10,000 insurance. What shall I do?"

Aaron wired back—"Start another business."

Six weeks later another telegram came—

"Business burned out. Got $15,000 insurance. What shall I do?"

Without hesitation Aaron replied—"Keep the home fires burning."

No one had been able to explain why Napoleon always had his picture taken with one hand inside his coat until Mac's cousin returned from France with stories about the cooties he encountered over there!

First Father—"Your son is an undertaker! Why I thought you said he was a doctor?"

Second Father—"No; I said that he followed the medical profession."

Statistically-inclined Tourist—"What is the death-rate here?"

Native—"Same as it is everywhere else—one death for every inhabitant."

CARANAC
EMBALMING FLUID

Those that use this fluid do not believe there is a better one.

Our increase in business each year testifies as to its merits.

It produces the best results every time.

LET YOUR NEXT ORDER BE CARANAC

WE SHIP PROMPTLY

Caranac Laboratory
Peterborough - Ontario - Canada

CANICULA EMBALMING FLUID

Concentrated

Scientifically Compounded

Send in YOUR order to-day for a case or more of this rich, velvelty-flow fluid that is meeting the requirements of the very best undertakers in Canada.

CANICULA CHEMICAL COMPANY

Phone College 3097 **366 Bathurst Street, TORONTO**

HOW TO OBTAIN THAT REPUTATION YOU ARE LOOKING FOR

1. Get a bottle of Canicula Softener. Saturate face and hands well. Repeat this two or three times during the time of operation, as the fluid will absorb more or less of the softener. If face and neck are discolored open vein nearest to discolored part and massage well with Softener.

2. Take one bottle of Canicula Fluid and add it to six pints of hot or cold water and inject. This will dissolve blood clots or other obstructions that may be in the vessels. Then take one or two bottles of Canicula Fluid and add three and a half pints hot or cold water to the contents of each bottle. If you want a stronger fluid use hot water. This will liberate the chemicals and gas in the fluid quicker than cold water. This quantity of fluid will take care of the average size body. Larger ones require more. After operation is completed tie your vessels securely and dry the incision thoroughly. Then fill up the incision with Canicula Gelatine. Hold the two flaps together for a few minutes. This does away with sewing. Put more Gelatine on surface over incision. Cut a strip off your bandage roll and cover over incision.

3. Take a damp towel or sponge and remove softener from face and hands. Be sure you have them thoroughly dry.

4. Take Canicula Peach Bloom and touch lips, cheeks, and hands or other pallid or very white spots. Then take a piece of absorbent cotton, cheese cloth or the bowl of the hand and soften or blend to shade required. You can have this color as light or dark as you wish, by toning down with the hand or a piece of cheese cloth.

5. Take Canicula Prepared Magnesia Powder, which is made in different tints. Say you try No. 1, which is just off the white, and go over the face and hands lightly. Use your own judgment as to blending and color, so as not to overdo it.

6. If you have to do cavity work, use one bottle of Canicula Fluid to three pints of water. Bad cases use fluid full strength in the cavities.

TRY THIS METHOD on your next case with the CANICULA PRODUCTS and you will be complimented on all sides on your successful treatment, and thus your reputation as embalmer will be assured.

MAIL ORDERS OUR SPECIALTY

THE CANICULA CHEMICAL COMPANY

Manufacturers of eight different kinds of Embalming Fluids, Sundries, etc., 366 Bathurst Street, Toronto.

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels, Ph. G.

ARTICLE X

THE CAROTID ARTERY.

(Continued)

AFTER you are positive you have made a true incision, introduce your director into the artery, lifting it towards you a little, thus opening the incision to admit of an arterial tube. In this way you will not push down one of the inner coats of the artery, which otherwise is occasionally done very easily, particularly in Bright's disease cases.

After entering a tube, make a knot, to be entirely sure that the tube is secure in its position. If blood begins to flow, let it flow; it is all the better.

While your fluid is flowing towards the body, and going into the general circulation, which is divided through so many of the branches from the aorta, the only caution the operator need observe is that the fluid is being circulated evenly all over the body. This may be aided materially by manipulation, either with the hands or with a wet sponge. Rubbing well will quickly develop capillary circulation which will surprise the novice, showing great benefit to be derived from it, and while this does not attract the attention of the operator to any great extent in the majority of cases, it is highly important that we understand its possibilities, because on bad cases this manipulation may be used with great success, particularly with blood congestion or discoloration of face, hands or arms.

Continue the injection until you think sufficient fluid has been used, but observe closely the superficial veins, such as the temporal and facial veins. You will frequently see them raise out or bulge under the strain; but do not mind that, as they will all sink to their natural positions again very shortly.

After a few minutes (perhaps five) go on with your injection until you have filled in the needed amount. There is no rule laid down for the exact amount, yet three quarts will be ample in the average case of 150 pounds. I have injected, and have seen others inject, a much larger quantity; but, ordinarily, when only a few days' preservation is desired, the above amount will be sufficient. Still, the operator's judgment must be the arbiter throughout.

When the injection is complete, remove the tube and tie up the end of the artery leading toward the body. Loosen the other ligature (which should have been made with only a single knot, tied with a fairly good-sized cord, so that it would not cut through the inner wall).

The director may again be used, and the arterial tube entered towards the face. Here great care is necessary to obtain the best results. Just enough fluid should be injected—from 3 ounces to a pint may be used—but from the very beginning the closest observation should be made, as swelling of the eyes or face can very easily and quickly result from this direct injection. This, of course, would change the countenance and expression. It is easy to see this, however, if the operator is watching, and the first intimation of it is conclusive proof that sufficient fluid has been injected therein.

If this produces a nicer, or whiter and more waxy appearance than exists on the opposite side of the face, it is best that the operator, through the same incision made to raise this artery, should raise the carotid artery on the other side and inject it with a like amount of fluid, to obtain like results.

For experiment, the selection of a slender subject will aid you in your first attempt on this artery. The artery is so distinct to the sense of touch that with a very limited experience you will be able to determine it. Its advantages over any of the other arteries especially for such cases as mentioned are numerous.

The first and most important of all is that, no matter what mutilation has occurred to the body or if there has been an autopsy held, with all of the organs removed from the trunk of the body, the carotid arteries will still enable you to perfectly and properly embalm the head and face. As this part of the remains is the most important exposed part of the body for funeral purposes, and as people judge from the external appearance of things which they can so readily see you will find it to be of the greatest advantage and importance to be familiar with these arteries so that you may use them at any time.

In tuberculosis pulmonis (consumption) where sometimes the disease has destroyed much of the tissue of the lungs, so that hemorrhage has occurred previous to, or may have been the immediate cause of death, would therefore indicate that a leakage from the general circulation would prevent proper circulation of the fluid to the face, and that none other than the carotid arteries will carry the fluid there. This has given cause to the expression of so many old embalmers, that it is the slender and emaciated subjects that are the most difficult to preserve by embalming. In such cases the embalmer should raise one of the carotid arteries and inject downwards until the body has received its proper quota of fluid.

Should there be a leakage, producing purging from the nostrils or mouth, it is evident that such leakage is occurring from the lungs and that this purged material is being collected by the bronchial tubes, so that when they are filled it finally flows from the nose and mouth.

When this happens, previous to a sufficient amount of embalming fluid having been injected into the body to force the fluid through the opposite carotid artery up into the other side of the face from that on which you are working, the other carotid artery needs to be injected upwards. Should there be sufficient fluid distributed through the other artery to the other side of the face, then injection up towards the face may be necessary in the artery in which you are or have been injecting downwards.

This may be done by removing your arterial tube from the incision in the artery, towards the heart, tying the artery, and reversing the tube in the artery upwards towards the face and injecting therein the proper amount of fluid necessary to remove any discoloration of blood on this side of the face.

Should there be no such discoloration you still should inject a reasonable quantity therein, from four to eight ounces at least. Frequently as much as a pint may be injected in this way without producing swelling or any objectionable results. Care, however, should us used, and your constant attention centered on the face while injecting the fluid upwards in the carotid artery.

(To be continued.)

SOME PICNIC

Saturday, June 21, 1919, will long be remembered by the employees and their friends of Dominion Manufacturers, Ltd. (Toronto and Hamilton branches), for that was the day of their annual picnic to Wabasso Park. It was one ideal day for picnicking and there was "something doing" every minute.

The National branch employees and head office staff closed shop for the day and left by the steamer "Modjeska" for Wabasso Park, near Hamilton, where they met their friends of the Semmens & Evel branch, and, oh, what a time! There were candies for the babies, balloons for the ladies, cones for everybody, the fat man's race, tug-of-war, ball game, and a real athletic meet was pulled off that would surprise the greatest admirers of speed and endurance.

Toronto won the ball game, 8 to 1, and tug-of-war in two straight pulls, then everybody put their feet under the table and had one grand basket dinner (soup to nuts). Excitement ran high throughout all the afternoon races. The first events, 25 yard dash for girls seven and under, also one for boys seven and under, fixed the kiddies up for the day, for they not only received 1st, 2nd and 3rd prizes, but every child under fifteen (yes, and many maidens over fifteen) got a rubber ball and bat. The 100 yards dash went to the boys from head office and Miss Ronald, of Hamilton, won thepeanut race for the ladies. Fifty yards dashes for girls, also boys, eleven years and under, were closely contested and Bill Barlett won the famous fat man's race. Fred Coles had a spill at the finish; however, he won third prize, as there were only three contestants. The married ladies' race was a hum-dinger, and they say some of the girls are going to get married this fall so as to compete in this race next year. The three-legged race, seventy-five yard dash for girls, also one for boys, fifteen and under, were good, but it's funny how the girls from head office wanted to get the prizes in the fifteen years and under event. However, the judge politely reminded them there was an age limit. Miss Irene Ronald (Hamilton again) won the ladies' throwing ball contest, and if Manager McGraw, of the New York Giants, ever wants a ball tosser, we heartily recommend Miss Ronald. The 220 yard dash was presented to Raymond of head office, after a series of arguments, for they claim he beat the gun in order to win, but the next race "ladies' driving nail contest," caused no argument, but a lot of fun, and was won by a Toronto lady. The boot and shoe race was good, but a soda biscuit race for the ladies had them all stopped. Mr. Funeral Director, if you want a real argument with the wife, spring this race on her, to run 25 yards, eat a soda biscuit, whistle, then return to starting point. You will only do this once. Threading the needle proved needles were never made for most men to use, and the balloon stunt for the ladies was another thriller. Committee men's race, foreman's jockey race and bean guessing contest finished an afternoon of excellent sports. Some eighty odd prizes were then distributed by General Manager Godin, which consisted of ladies' novelty goods, umbrellas, smokes, etc., and the prizes were without doubt equal to any ever distributed by any picnic committee.

About six o'clock the family (for everybody seemed to be members of one large family) left by the ferry for Hamilton, where they said "au revoir" to the Semmens & Evel party, and took the steamer "Corona" for home. On the boat a pleasant surprise was sprung when the committee distributed to everybody a Musgrave popular song sheet. Mr. and Mrs. Arnold Raymond played the piano and everybody sang to their hearts' content. Miss Banger, granddaughter of "Dad" Banger, of the National, gave a couple of comic recitations, also Mr. and Mrs. Raymond's piano duets were well received. The committee again passed the candy and then the men had their turn in the form of a toast to Dominion Manufacturers, Limited, General Manager H. L. Godin and Secretary-Treasurer D. M. Andrews. Three rousing cheers and a tiger rent the air, also the same for Fred L. Coles, Manager of the National and J. A. and Mrs. Raymond, who were crowned the musicians.

A tired bunch, but ne'er a happier one, ever landed at Toronto wharf, and the family broke up after one of the best day's outing and sports ever pulled off.

UNDERTAKERS TURN GROCERS.

"What so rare as a day in June," has long been a classic. It touched the grocers of Toronto on a certain Wednesday last month when they, nearly a thousand strong, visited Cobourg for their annual picnic. Among the first to step off the boat when the "Corona" tied up to the dock at that charming town, was N. B. Cobbledick, the well-known funeral director of East Toronto.

Asked if he had given up funeral directing for the grocery trade, N. B. replied that he had—for one day each year. He had been attending the annual outings of the grocers since way back before the flood. He tipped off the newspaper man that if he watched closely he migiht see another "grocer" in the person of Harry Ellisi, the College Street undertaker, hiding behind the smokestack. Harry's excuse was his health.

Arrived at the town, in the absence of the Mayor, Alderman Fred McArthur, past president of the C.E. A., welcomed the visitors to Cobourg—the real grocers and the make-believe ones.

Well, the editor of The Furniture World and The Undertaker also turned up to report the grocers' doings, and after the preliminaries were over, the fictitious grocers adjourned to Mr. McArthur's establishment. The party had just got nicely settled, telling fish and snake stories, listening to Harry Ellis' yarns, and drinking—drinking-water and pop (the Senate had not then got in its work) when in came Fred Matthews —of course he didn't know a grocers' picnic was in town. "He had been in the next town," and all that kind of stuff.

So there was nothing else to it, Alderman McArthur got out his car, took the visitors around town, showed them the sights, gave a little supper, took the visitors to train and boat, and then went back home to dream of an exciting day.

The Toronto "grocers" have since turned undertakers again.

Young men are in duty bound to aim high and not be too easily pleased. Thousands seek work for uneducated muscles while the world is looking for brains.

If you feel that your competitor is a little too strong for you, inject a little courage and a little more sand into your methods and your advertising; it may be all that is needed.

A Professional Round Table

Conducted by Prof. Chas. O. Dhonau
President of the Cincinnati College of Embalming
for Canadian Furniture World and The Undertaker.

OF all methods by which knowledge is circulated probably no one method is superior to the round table method. There is something in rubbing elbows while we are seated close together that makes us open our minds and devote our attention to the discussions of the minute. The fact that there are a few of us, or 50 of us, or 200 of us gathered together in a session where the one thought is to improve our knowledge, collectively and individually, makes us take a double interest in the proceedings. Pedagogs know quite well that it is easier to do effective teaching when the audience is large than when it is small. An orator who can sway thousands at a time, finds it hard to move a half-dozen. The difference is in the state of mind. The fact has long been known that enthusiasm is contagious; that it is a crowd disease, to make an illustration.

Professional writings reach thousands of undertakers with the passing of each month, and strange to say, these writings have only a small percentage of the gripping power of the get-to-gether session where the spoken word and the elbow to elbow complete a vast circuit by which enthusiasm is borne from one end of the line of contact to another. If when you read this you will imagine that you are one of several hundred who are congregated together to listen to the spoken word, you may perhaps be able to get some part of the enthusiasm that would come to you if you would attend your State or National meeting.

It has been well said that one must put something into action if he wishes to gain from it. In the case of the round table session it is comparatively an easy matter to compel concentrated interest because under the circumstances attending such a session enthusiasm and interest are contagious. One takes an interest because the fellow next does. If you put interest and enthusiasm into a gathering you obtain the maximum value of the session for yourself. If you are linked elbow to elbow to those who surround you it is far easier to put enthusiasm into the proposition; and to complete the circuit by your own interest is to contribute something toward the final result.

Now that we are linked together through this paper which is only one part removed from the large gatherings spoken of, let us remember that there are thousands reading this matter simultaneously and from that realization we will secure some part of the same feeling we get when we meet together at the round tables in our State and National meetings.

In one of my latest round tables it was asked by one of those attending as to whether it would be more profitable to use a pint bottle of concentrated embalming fluid to a half-gallon than to use the same bottle of concentrated fluid to a gallon. If the pint, bottle of concentrated fluid contained 8 fluid ounces of solution of formaldehyde, and this is just about the smallest quantity of formaldehyde you would find in such a pint bottle, you will find that by making the gallon, out of the pint, you would overcome an apparent overdilution of the fluid in a most natural way—by increasing its quantity—and at the same cost. While the fluid was weakened the added distribution secured more than made up for this. If you are using a fluil which seems to dry the tissues to an extreme, an indication that the fluid is too strong for the cases used on—the way you dilute it—dilute it down to a lower percentage and you will then agree with us that you will be giving the fluid a better opportunity to make good. In using these ideas about dilution of fluids be careful to see that the dilution is practised only in those cases—thin bodies—where there is less water in the tissues than you would expect in a normal body. Of course, in normal bodies we also dilute the fluid to a greater extent than the average embalmer has been accustomed to. We never have more than 2½ per cent. of formaldehyde in the first bottle for any case except the dropsical ones. Unfortunately, the fluid manufacturers still hold to the old directions, which allow nothing for changes in the water content of a body. This to some extent is responsible for their fluids not proving all-sufficient in some cases, as the label does not allow for variations. I have prepared some very interesting case reports, showing the proper dilutions for thin, medium and moist bodies, which I will be pleased to send to any one writing for them, and enclosing postage for the return.

In another period at this same meeting one of the members present reported a case he had heard of. This was a very large person and according to the story, which apparently came to him fully authorized, the body remained with its life like warmth present for three days, even though it had been completely embalmed, and the surrounding air was cold. Now, the production of heat in the body, which must be continuous if the body is to be kept warm whilt it is within a cold room, is dependent upon living processes, such as the oxidation of heat substances by the oxygen of the blood. With a circulation full of embalming fluid it was held impossible for anything of this kind to have occurred.

In the discussion of this case it was also reported that perspiration had become present on the surface of the body. Since bodies do not perspire, and since the moisture on the surface of the body—if there—is due to the effect on the moisture in the air of the cold surface of the body, this was taken as further evidence that the temperature of the body was lower than that of the surrounding air. Condensation is what causes moisture to collect in droplets on the surface of such a body.

(*To be continued*)

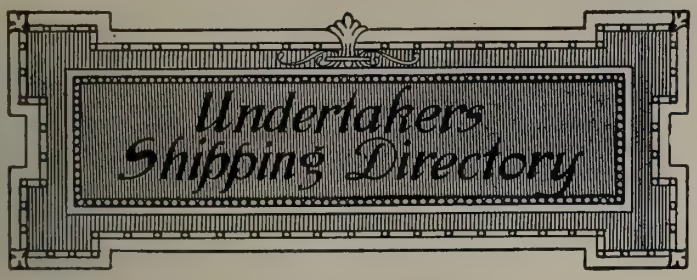
MANY YOUNG TAKEN.

Between the ages of 20 and 39, 2,062 Toronto citizens died, as compared with 824 in 1917. This was due to the "flu" and pneumonia epidemic, the influenza alone claiming 835 victims between these ages. Under 1, 1,238; 1 year, 268; 2, 152; 3, 94; 4, 53; 5-9, 182; 10-14, 113; 15-19, 242; 20-29, 1,051; 30-39, 1,010; 40-49, 602; 50-59, 698, 60-69, 765; 70-79, 720; 80 and over, 415; not stated, 32.

Deaths by sexes were: Male, 4,034; female, 3,599; unstated, 2. By nativity: Canada, 4,738; elsewhere, 2,745; not stated, 152. By conjugal state: Single, 3,544; married, 4,014; not stated, 77.

IF YOU WANT TO BUY OR SELL

A Furniture or Undertaking Business, try our Classified Pages. The Canadian Furniture World and The Uudertaker is read by practically every furniture merchant and undertaker in Canada every month.



ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
57 King Street West.
Blachford & Sons,
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Geo. J. Chapman
742 Broadview Ave
Phone G. 3885
Ambulance service.
Cobbledick, N. B.
1508 Danforth Ave., and
2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
J. A. Humphrey & Son,
463 Church St.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Index to Advertisers

A

Art Furniture Co. 12

B

Bemister, H. A. 15
Brandt, F. C. 10

C

Canada Furniture Mfrs 13
Canadian Feather and Mattress Co.. 15
Canadian Rattan Chair Co. 17
Canicula Company, Limited 53
Caranac Laboratory 51
Champion Chemical Co. .....i.b.c.
Chatfield, C. B. 38
Chesley Furniture Co. 19

D

Dominion Oilcloth Co. 18
Dominion Manufacturers 49-50
Dupont Fabrikoid Co. 16

E

Eckels, H. S. & Co. 57
Egyptian Chemical Co. 58

G

Gendron Mfg. Co. .....i.f.c.
Grand Rapids Market Assn. 15
Gold Medal Furniture Co. 8

H

Hourd & Co. 14

I

Imperial Rattan Co. 6

K

Kindel Bed Co. 7
Knetchel Furniture Co. 20
Krug Furniture Co. 11

L

Life Long Furniture Co. 38

M

Marshall Sanitary Bedding Co. ....i.f.c.
Maxwell Mfg. Co. 44
Matthews Bros. 14
McLagan Furniture Co., Geo. 4-5
Meaford Mfg. Co. 18

N

N. A. Furniture Co 15
National Table Co., Ltd. 15

O

Ontario Spring Bed Co. 12
Owen Sound Chair Co. 15

P

Phenola Co., The 43

R

Robertson & Co., P. L. 38

S

Shafer & Co., D. L. 14
Steele & Co., Jas. 15
Stratford Chair Co. 3
Stratford Mfg. Co. 6

W

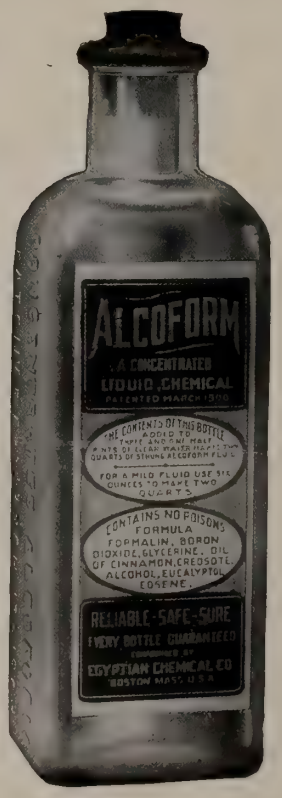
Walter & Co., B. 14
Wattman, Kalbfleisch Car Body Co.. 47
Weeller, Bolduc & Co. 9

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A

For Sale Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

FOR SALE—A Rubber Tired Hearse, complete, with sleighs: A1 condition; cost $1,800; $700 takes it. Light winter hearse and sleighs, $250. Hearse harness, solid nickel, breeching, etc., $65, cost $125. Lowering device, $50. Embalming instruments, cooling board and couch, pedestals, drapes, church truck, for sale separately or en block. Apply Box 74, Canadian Furniture World, Toronto.

WANTED—Partner, with at least $3,000, to take half interest in an Undertaking business. Best opening and opportunity in Ontario. Apply to Box 73, Canadian Furniture World, Toronto.

FOR SALE—Combination Hearse and Casket Wagon on extended Ford Chassis, in excellent condition. For further particulars address McCabe & Co., 222 East Queen St., Toronto.

FOR SALE—Good chance to secure first-class undertaking business, with side line. Good town, population 1,300. No opposition. Good reason for selling. Box 75, Canadian Furniture World, Toronto. J

FOR SALE—Single Deck Casket Wagon, rubber tires; made by Matthew Guy; in good condition; also white Hearse, will take 5 foot casket; rubber tires. Apply to W. Speers, 2926 Dundas Street West, Toronto. J

TRAVELERS WANTED—We require a good live wire in every Province in Canada, to sell the products of the Canicula Chemical Company. Liberal commissions. Travelers representing casket houses preferred. Apply by wire, letter or in person to 366 Bathurst Street, Toronto. J

Money in Water!

Water is cheap. Chemicals are dear.

Water from a pump or faucet, quenches thirst, cleanses, puts out a fire, and a hundred and one other things useful; but do you realize that this same water will help your Bank Account to grow?

Here's how—

The old reliable Champion Embalming Fluid is compounded of *Pure Chemicals*, and being *Pure Will Permit More Dilution.*

Do you notice where the *"Money in Water"* comes in?

We do not believe in selling you water at so much a quart or gallon. We could make a bigger profit that way, but we feel that by adding to your profits, you will become a more ardent admirer of Champion products.

So we say again, "There is money in water" when mixed with the Champion Embalming Fluid.

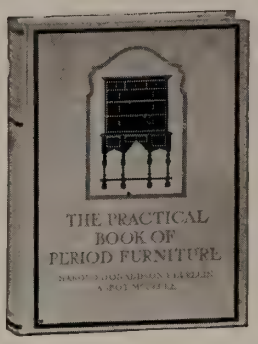
For more than forty years it has been a reliable leader. It has made reputations and sustained them. It will do the same for you.

Used and recommended by thousands of leading Undertakers, North, East, South and West.

THE CHAMPION CHEMICAL COMPANY
SPRINGFIELD, OHIO. U.S.A.

Dr. G. W. Ferguson, Canadian Manager, 52 Leuty Ave., Kew Beach, Toronto
Canadian Manufacturing Plant, Windsor

ALL DEALERS WHO WISH TO KNOW ALL THEY CAN ABOUT PERIOD FURNITURE, ORIENTAL RUGS AND AMERICAN ARTS AND CRAFTS SHOULD SECURE THESE SPLENDID VOLUMES.



The Practical Book of PERIOD FURNITURE

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

With 250 illustrations. A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo, handsome decorated cloth, in a box, $6.10. Postage paid.

The Practical Book of ORIENTAL RUGS

By G. GRIFFIN LEWIS.

New Edition, Revised and Enlarged. With 20 illustrations in full color. 93 illustrations in doubletone. 70 designs in line. Folding chart of rug characteristics and a map of the Orient. Octavo, handsomely bound, in a box, $6.10. Postage paid.

The Practical Book of EARLY AMERICAN ARTS AND CRAFTS

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

American glass, Mexican majolica and glass, American ironwork, copper, brass, lead and tin, needlework, silverplate and goldsmithing, pewter, pottery, decorative painting on household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. 232 illustrations. Octavo, handsome cloth, in a box. $6.10. Postage paid.

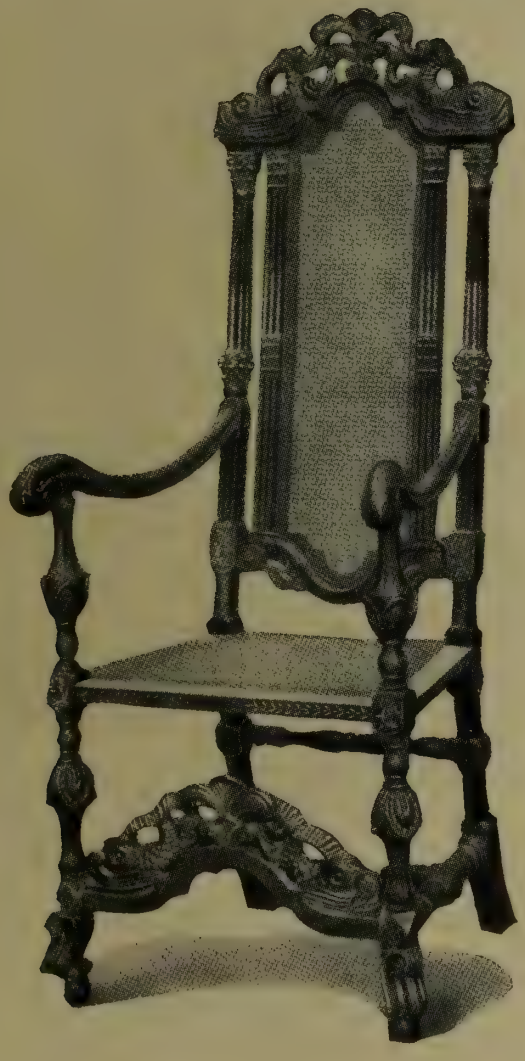
CANADIAN FURNITURE WORLD and THE UNDERTAKER

32 Colborne St., TORONTO, Ont.

CANADIAN

FURNITURE WORLD

and the UNDERTAKER



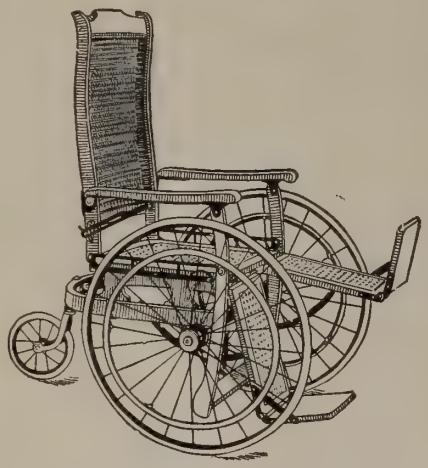
August, 1919

Published by THE COMMERCIAL PRESS, LIMITED, 32 COLBORNE STREET, TORONTO

The Gendron Mfg. Co., Limited

MAKERS OF

Invalid Wheel and Rolling Chairs



Our line comprises chairs for house and street use, with stationary or automatic leg rests.

Our spinal carriage is in demand; it is most useful for house or street use.



For further information

THE GENDRON MFG. CO., LIMITED, TORONTO, CAN.

TRADE MARSHALL SPRING MARK PATENTED

FIRE ANNOUNCEMENT

We are pleased to say that the fire which occurred in our plant on July 28th will not have very serious results on our output.

We are still in a position to take care of your needs, and our service and quality are still up to the high standard always maintained by us in the past.

A striking display of our cushions and mattresses in the Industrial Building at the Canadian National Exhibition. Do not neglect to see this.

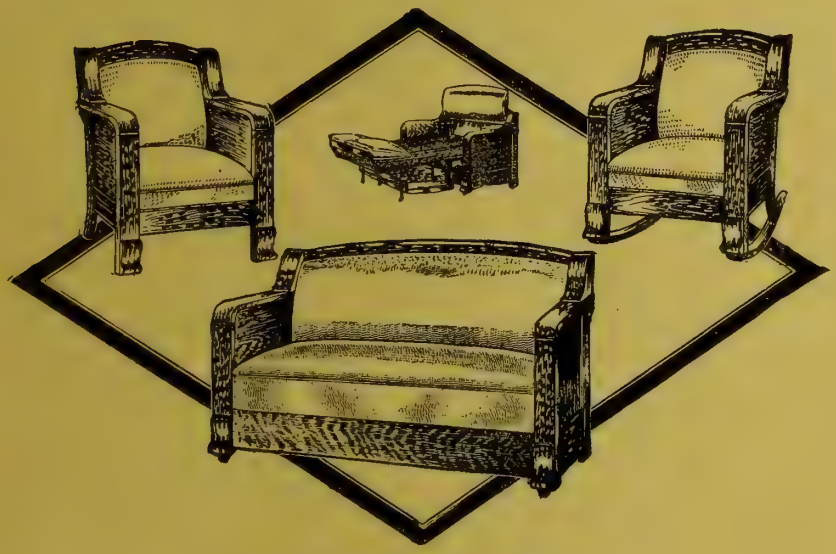
Marshall Ventilated Mattress Co., Limited

West Market Street **Toronto**

STRATFORD FURNITURE

KROEHLER DAVEN-O

"Nationally Advertised"



No. 480 KROEHLER DAVENO SUITE

We extend a cordial invitation to furniture dealers
to visit our displays of
The KROEHLER DAVEN-O and LIVINGROOM SUITES
at the
Canadian National Exhibition, August 23 to Sept. 6, 1919
Ottawa Exhibition, Sept. 6 to 15, 1919
London Exhibition, Sept. 6 to 13, 1919

THE Kindel BED CO., LIMITED : STRATFORD, ONT.

STRATFORD FURNITURE



1687—1 Diner
Leather Slip Seat

Stratford Chairs and Furniture

A beautiful and substantial suite that will appeal in many ways to your customers. It is built from quartered oak only, and is made in three finishes, viz: Fumed, Golden or Old English.



676—A Buffet
54 in high, Top 21 x 50 in.
P.B. Mirror 10 x 40 in.
Silver Drawer Lined



372 Extension Table
44 in. Top; Extends to 6 and 8 ft.



417 China Cabinet
59 in. high, Top 15x39 in.

Stratford quality is also built into this suite, and helps materially to boost sales.

Let us hear from you in regard to this suite



1687—5 Diner
Leather Slip Seat

The STRATFORD CHAIR CO., Limited :-: Stratford, Ont.

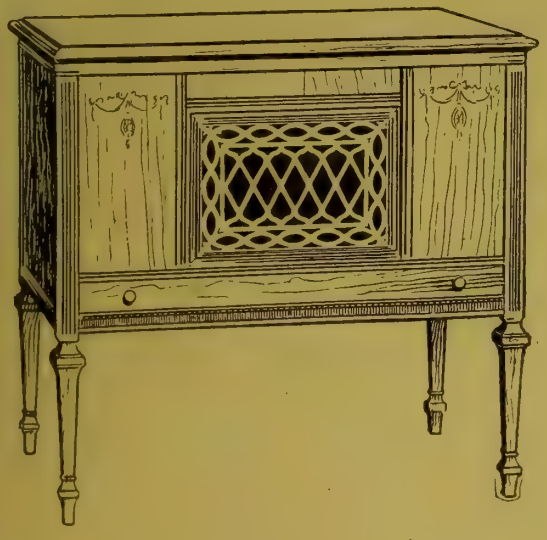
For Your Best Trade



The McLagan Phonograph is made for those who desire to possess an exquisite piece of furniture as well as a phonograph with unsurpassed beauty of tone. The McLagan Period cabinets are a real departure from the commonplace—exclusive among the best. Dealers who want high-class patronage find that all superior selling features are found in the

McLagan

Phonograph



These include the McLAGAN-FLETCHER Reproducer, for which we have the sole rights in Canada. It gets full details in tone not obtained in any ordinary reproducer. We have also many interesting new models in Period designs.

Accept our cordial invitation to inspect our exhibit at the ***Canadian National Exhibition,*** *August 23rd-September 6th. A large range of McLagan phonographs will be on display in the* ***East Wing of the Horticultural Building.*** *Dealers, make our exhibit your first call.*

The George McLagan Phonograph Division

(The George McLagan Furniture Co., Limited)

Stratford, Canada

STRATFORD FURNITURE

ATTRACTIVE RATTAN FURNITURE

IMPERIAL

In Name and Character



Imperial Rattan designs are original.

Tapestry can be provided to harmonize with any furnishing or color scheme

Write for illustrations of our newest designs.



IMPERIAL RATTAN CO., LIMITED STRATFORD, ONT.

ADVERTISING THAT PAYS

WANT ADS BRING RESULTS

2 cents per word per insertion

THE CANADIAN FURNITURE WORLD

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

OUR CIRCULATION COVERS THE FIELD

2 cents per word per insertion

The Commercial Press, Limited, 32 Colborne St., Toronto



No. 4309

ADAM BEDROOM SUITE

MADE IN GUM



No. 4308

An exceptionally-attractive suite which depicts this design truly, and which has proven very popular among buyers of period furniture. Its wide range of finishes includes: Walnut, Satin Walnut Natural, or Mahogany; also White, Ivory, or Antique Enamel. These give your customers an almost unlimited range to choose from, and will satisfy even the most fastidious

Write for further particulars in regard to this.



No. 4307

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.
WHOLESALE SHOWROOMS TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

SOLID PLAIN OAK



Our new line of *Solid Plain Oak* furniture is made in modern designs and finishes which will attract trade to your store and satisfy the most particular customer. Victoriaville Furniture will stand up in the homes of your patrons—give them long years of service.

If you have not received a copy of our new catalog send for it to-day.

THE VICTORIAVILLE FURNITURE CO., Limited

VICTORIAVILLE - QUEBEC

JUVENILE FURNITURE



No. 551

THIS Juvenile Furniture is substantially built so that it will last and stand rough usage. We strongly advise the trade to place orders for Christmas trade at once and avoid the uncertainty of that last-minute rush. It will make an ideal gift for the children, and should be on every dealer's floor early. Its low price makes it a good seller, and the sooner you order the better.

THE CANADIAN RATTAN CHAIR COMPANY, LIMITED

VICTORIAVILLE - QUEBEC

THE
HEART
OF YOUR EXTENSION
TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

OUR ADVICE FOR 1919 TRADE IS ORDER EARLY

from the one plant whose facilities and capacity enable us to hold the reputation of
ALWAYS DELIVERING THE GOODS.

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA

SHAFER CEDAR CHESTS

Skilled workmen and best quality material make possible the execution of our efforts to build only chests of character. We will be glad to forward illustrations and quotations on request.

D. L. Shafer & Co.
St. Thomas, Ontario



Our special gross lot proposition is worth-while investigating. Write now for full particulars.

IT TELLS ITS OWN STORY

The "Elite" Folding Table tells its own selling story so simply and convincingly that it practically sells itself.

Not only that, but it often sells a big bill of other goods as well.

At every garden or card party—at every indoor or outdoor event the

ELITE FOLDING TABLE

is a veritable necessity.

Put the "Elite" out where it can speak for itself. Help it with a little demonstration when a customer shows interest.

The increased sales will more than repay you.

Better not let your stock get low. Send us your order to-day.

Hourd & Co., Limited *Sole Licensees and Manufacturers* DEPT. W LONDON

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

James Steele, Limited
Guelph, Canada

417 Live Dealers from Halifax to Vancouver

are successfully marketing



Medium, Loud and Extra Loud Tones

60 boxes packed in a counter salesman carton which retail for $9.00. Dealer's price $5.85, F.O.B. Montreal, 30 days, 2% discount for cash with order. Just order a counter salesman carton of each tone to-day, place them on display and watch them sell themselves. A mighty profitable addition to your line.

H. A. BEMISTER

"The Mail Order Man"

Mappin and Webb Bldg., Montreal, Que.



"Kapok" 100% Pure

Sell your customers a KAPOK Mattress and they will be delighted.

This Imperial Kapok, given half a chance, will be head and shoulders above anything you have on your floor— a leader that is filled with comfort, quality and the real 100% pure prime Japara Kapok—it can't be beat for finish, quality, and appearance; the workmanship is the best, and only a high grade of ticking used.

Drop us a few words and let's get acquainted. The benefit will be mutual.

The lighter Kapok Mattress indicates the best quality material used. Full 5½ inch border, imperial edge, should not weigh over 30 lbs. gross, including case.

The Canadian Feather & Mattress Co.
LIMITED
TORONTO OTTAWA

CHAIRS *of* QUALITY

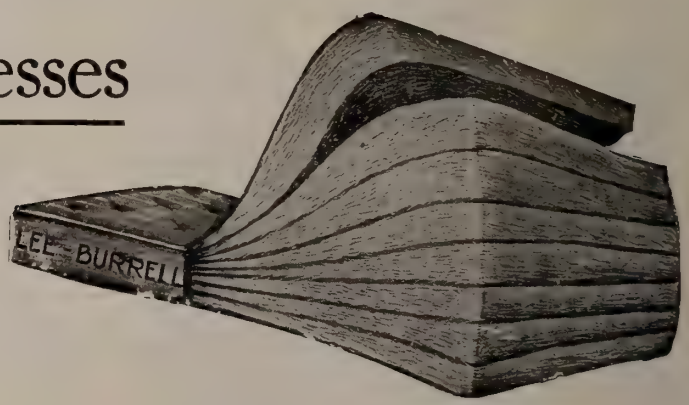
During our many years of manufacturing experience we have made a careful study of chair constructions. This long experience and careful study are clearly obvious in our product.

Not only do our chairs please the user—they are reasonable in price.

Write us for illustrations of our newest designs.

THE NORTH AMERICAN BENT CHAIR CO.
LIMITED
Owen Sound - - Ontario

You Will *Easily* Interest Customers in the "Hygienic" Mattresses



The "HYGIENIC" Guarantee that all the material in every mattress is new, clean, and perfectly sanitary, is a valuable selling point. Such a guarantee will interest your customers at once, because to the majority of people absolute cleanliness in a mattress is essential. And coupled with this is the added assurance that Quality is considered just as important as sanitation in manufacture.

Write us to send our new price list TO-DAY

THE STANDARD BEDDING COMPANY
Mattress Specialists
27-29 DAVIES AVENUE TORONTO, ONTARIO

HARTSHORN CARRIAGES

COLLAPSIBLES and SULKIES

are built to give your customers a maximum amount of service. Best quality of reed is used in their construction. Canadian furniture dealers will find them a profitable and quick selling line. We recommend you to get in touch with us now in regard to your future requirements.

No. 34-R H Reed Stroller (shown below). A serviceable turnout with rubber-tired wheels, upholstered seat, reclining back, reed hood, upholstered in "Printzess" cord, finished in shellac, and brown and gray enamel, with gray gear.



668-R
PULLMAN RUNABOUT, Reversible Gear

No. 668R is a handsome carriage with swell sides made in a fine grade of round reed. It is finished in four colors—Shellac with black gear, Ecru with black gear, Brown with brown gear, and in Gray Enamel with gray gear. Seat, back, full length sides, wings, hood, and back wind shield Upholstered in corduroy. No. 6 reversible gear.

Length of body, back up—28in.
" " " relined—57in.
Width of body, —15in.



34-R H
REED STROLLER

C. H. HARTSHORN
GARDNER, MASS.

F. C. BRANDT, REPRESENTATIVE
8 QUEEN STREET NORTH, KITCHENER, ONTARIO

DU PONT CANADIAN INDUSTRIES

Fabrikoid for Fall Furnishing

Fall is harvest time for the furniture dealer. New houses to be furnished—present homes needing additional furniture—new pieces or sets are in constant demand.



Be SURE that you have plenty of Fabrikoid-covered furniture in stock to meet this trade.

Furniture covered with Fabrikoid is *more* popular than ever—and justly so.

In the first place, in appearance it is as fine as first-grade leather—but much less in cost. Then, there is no end to its wear. It is stain-proof, and can be washed with soap and water. And the public know these good qualities of Fabrikoid because we are constantly and persistently advertising Fabrikoid in the public press.

You can always sell Fabrikoid and Fabrikoid-upholstered furniture with the assurance that your customers will be pleased and satisfied.

DU PONT FABRIKOID COMPANY

63 Bay Street TORONTO

DU PONT



Making Them "Thirty Times Faster"

That's what they are actually doing—weaving them "thirty times faster" and with perfect uniformity and beauty of design. Mr. Lloyd's "day dream" of a few years ago of a Machine Loom is certainly a wonderful reality today.

The products of the Lloyd Loom are not sold as soon as they are made. They are sold **long before** they are made. Where the most skillful man formerly turned out **one** laboriously woven, imperfect baby carriage per day, thirty carriages, of the most beautiful design and uniformity, are produced per man each day. And the list of dealers is growing longer, and the number of orders is increasing, daily. Lloyd dealers have their ears to the ground and hear the tramp of the buying multitude coming in their direction. And the Lloyd Plant is preparing to the utmost for that business which is here—and is still coming.

Have you your ear to the ground? Or have you had your eye to the line of customers which is all but breaking down your competitor's door. The answer is

The Products of

The Lloyd Loom

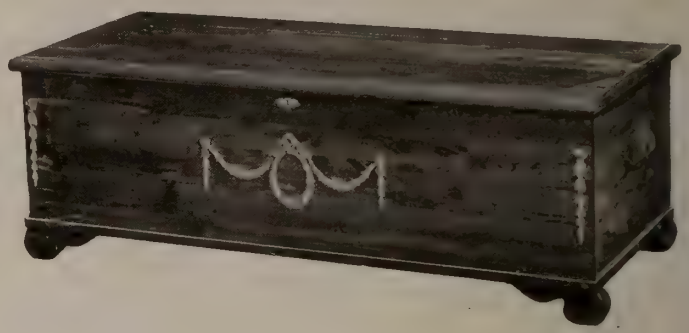
Get in line for that business now.

THE LLOYD MANUFACTURING COMPANY

Canadian Branch : ORILLIA **MENOMINEE, MICHIGAN**

Come and Inspect our Line of Cedar Chests at Toronto Exhibition

We are showing our entire line of Cedar Chests at Toronto Exhibition, August 23rd to Sept. 6th, and will be located in the Industrial Building, Booths 52 and 52a. There are many new attractive features about our line that we want to point out so as to enable you to sell more H. E. Cedar Chests. If you cannot attend the Exhibition write us to-day for illustrations and prices.



H. E. Furniture Co.
Limited
Milverton, - Ontario

Mersereau Brass Beds

NEW, EXCLUSIVE DESIGNS IN BRASS BEDS WILL BE DISPLAYED IN OUR USUAL BOOTH IN THE INDUSTRIAL BUILDING AT THE CANADIAN NATIONAL EXHIBITION AT TORONTO, AUGUST 23 TO SEPTEMBER 6. WE EXTEND A CORDIAL INVITATION TO FURNITURE DEALERS TO CALL AND INSPECT OUR ATTRACTIVE RANGE OF BRASS AND IRON BEDS.

At the
CANADIAN
NATIONAL
EXHIBITION

THE CANADIAN MERSEREAU CO., LIMITED *Florence St.*, TORONTO

MEAFORD FURNITURE

Here is a suite that is really out of the ordinary, and one that we are proud to add to Meaford Line. ¶ The demand for medium-priced furniture has been well above par, and with a great number of our boys returning from over there, and many accompanied by brides, you ought to be prepared to supply them with a popular-priced and a serviceable line that will be a comfort and a satisfaction to both dealer and customer. ¶ The Meaford Line is known and advertised the Dominion over, and is found in many of the best as well as middle-class homes. We will give you particulars of this suite if you are interested.



No. 5030



No. 5030



No. 5030

THE MEAFORD MANUFACTURING COMPANY, LIMITED

MEAFORD - ONTARIO

The Meaford Line Comprises

DININGROOM SUITES WARDROBES SEATS and MIRRORS BOOKCASES LIBRARY TABLES
MEDICINE CABINETS HALL RACKS JARDINIERE STANDS DESKS CENTRE TABLES

"MISSION" PATTERN



No. 297—DINING SUITE
Plain Oak, Fumed or Golden Gloss Finish

The demand for dining-room furniture of individuality and merit combined with the best of construction has brought universal appreciation of our product.

You will find exemplified in our furniture that rare combination of conservative thoroughness in manufacture, with aggressive up-to-the minute design that makes for a fast selling product.

It will be profitable to you to put "KNECHTEL FURNITURE" on your floors.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

D. O. McKINNON
GENERAL MANAGER

W. B HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
WM. J. BRYANS
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 9. TORONTO, AUGUST, 1919. No. 8.

SUCCESSFUL AUGUST FURNITURE SALES

Disposing of summer lines—Getting the soldier's trade—The home owners and home lovers' clubs

WE are gradually getting back to peace conditions, though it may yet be many months before we are enjoying normal life. There is one feature to business, however, that has not changed—in war or peace—and that is the summer Furniture Sale.

The Annual August Furniture Sale season is again with us. Some of the selling conditions have changed, but in general the features of this sale are much the same as have applied in the past.

One of the big helps that has made, and is continuing to make, the August Furniture Sale a success is the advertising and publicity that is being given to it. There are other features, too, that are making the August Sale strong with customers. Some Ontario dealers have started "home lovers" and "home owners" clubs this season. So many of our young soldiers have come back to us again, married or with marriage prospects in the immediate future that any special catering given to them should be provocative of sales, hence the "home lovers and owners clubs."

August has been so much of a holiday month in the past that any inducement offered to stirr up sales has been looked upon kindly by the trade. This year of 1919 extra inducements can be made because of the greater number of prospects.

A couple of months ago we told of some 20,000 stove prospects in Canada. There surely must be that number of furniture prospects in the Dominion right now, and some dealers are going to get the business; why not look out for your share?

The clearing out of odd and old lines has been a strong point made in the past, but that point can hardly be emphasized this year, when furniture is scarce and prices high; but the possibilities of sales were hardly ever before so favorable, and a little thinking and planning on the dealer's part will show him how best business can be cultivated and his August trade increased.

New Credit Discount Plan.

A New York concern has inaugurated a new plan of selling furniture, which combines the convenience of credit with a discount proportionate to the size of customers' payments, and should act as an inducement during August Furniture Sales. Realizing that there are a great many people who would rather use their credit than pay in advance for furniture, rugs and housefurnishings, but who do not need to spread their payments over the full period of a year and a half, this concern have inaugurated the following plan, which enables customers to pay in the way that suits their convenience and gives them a cash discount if their payments do not extend over a period of one year.

If the payments do not extend over 12 months, the customer receives a cash discount of 2½ per cent. on the entire amount of the bill; if they do not extend over eight months, he receives 5 per cent.; if paid within four months, 7½ per cent., and if the bill is settled in full in 30 days a regular cash discount of 10 per cent. is received.



All Canadian dealers are pushing strong on their August Furniture Sales.



FURNITURE MEN CELEBRATE PEACE

The Big Toronto and Hamilton Picnics

Percy Brown was utility man.



George Wilkinson was Umpire.

All work and no play
Makes Jack a dull boy.

SO, bearing this maxim in mind, the furniture dealers and travelers of Hamilton and Toronto celebrated the coming of Peace by two picnic celebrations during the past month.

THE TORONTO PICNIC.

The Toronto picnic was held at Scarboro Beach on Wednesday afternoon, July 9. It was the first gathering of the Toronto Furniture Trades Association, and it was such an immense success that it will be an annual fixture.

The sports took place in the Stadium, where an excellent program of events was run off. The principal event was the baseball game between Hamilton dealers and travelers and Toronto dealers and travelers.

Oh yes, the Hamilton crowd was there all right, led by that past master of ceremonies, Frank Walker and his chief assistant Bill Nash. They came by airship, daylight saving time, and were accompanied by the band of the "Cold Cream Guards," whose photo is shown herewith.

The band led off the procession into the grounds, followed by the Hamilton officers, players, fans and rooters. The Toronto delegation was in great strength, about 300, and were preceded by a Highland pipe band led by Bob Coryell and Bill Minsinger, a ringer from Owen Sound. The ball players, travelers and rabble followed.

The ball game was for blood, best two in three for a silver cup. Geo. Wilkinson of Eaton's umpired, and while George did the best he could, his best was none too good for Eddie Bagshaw, whose players were properly trounced by the visitors.



Bert Menzie was there with his family.

The Other Events.

Next came the races. The winners being as follows:

100 yards sprint—J. M. Webster, Ideal Bedding Co., a pipe; V. Snyder, Adams Furniture Co., tobacco pouch.

Standing jump—F. J. Sloane, W. H. Pearson.

Sack race—G. M. Anderson, Washington & Johnston; O. Gurney, Burroughes Furniture Co.

Three-legged race—Snyder of Adams and Godfrey of Burroughes; and Colling and Peel, both of Yolles Furniture Co.

Blind-folded prize fight—First bout to Frank Walker against Eddie Bagshaw, and second to Geo. Wilkinson against Bert Menzies.

Boot race—W. Waldron of Eaton's; E. Davis of Burroughes.

Pressure of time called off the potato race, though a number of travelers figured themselves out as sure winners.

The pie-eating contest was postponed till supper time. It was a tie all round.

Two blind-folded boxing matches were screams, Frank Walker of Hamilton handed Ed. Bagshaw of Toronto a "Jack Dempsey" right off the reel, and Eddie Bagshaw did the "Kamerad" act. He said Walker hit him when he wasn't looking. George Wilkinson, a T. Eaton biffer, hadn't any great amount of difficulty in beating Bert Menzies, in two rounds. In fact, Wilkie said it was as easy to hit Menzies as to hit the Hamilton Mountain.

Percy Brown, Bert Menzies, Clarence Coryell and some of the other travelers helped out the officers as assistant judges, starters, etc., and the band put on the right emphasis in the right spots in the ball game —"Dead March in Saul" when Toronto lost, and that classic "How Dry I Am," when Bagshaw tried to empty the pail of "lemonade."

But there has to be an end sometime, so to the tune of "Scots Wha Hae" and its Canadian contra temps. "Lead Me to the Eats," the assemblage was marshaled six abreast and marched to Scarboro Inn for supper, where everybody turned out a winner.

After dinner speeches were given by Frank Walker, Guy Luke, Pat Sommerville, representing the Hamiltonian, and C. Smith, Clarence Coryell and Joe Dale for Toronto. Guy Luke distributed the prizes and James Acton was toastmaster.

Louis Yolles, Percy Brown and Ed. Bagshaw declined the calls for "speech" with thanks.

Joe Dale, chairman of the picnic committee, was pre-

sented with a clock and a bouquet of flowers and lettuce leaves, and Geo. Wilkinson was given a bouquet of lettuce leaves only—Toronto didn't win, you see.

The other members of the picnic committee, Bert Borroughes, Bob Coryell, C. B. Tadman and W. R. Wilson, deserve our thanks for an exceedingly pleasant day.

Bert Menzies was last man off the grounds. When he got home in the small hours next morning he had seen all the other boys tucked safely in bed.



The start in the fat men's race. The Cold Cream Guards Band. Single men's 100 yard dash.

THAT HAMILTON AFFAIR.

JUST to show that no jealousy existed the Hamilton dealers and travelers reciprocated by holding their annual picnic on July 16 on the Hamilton Athletic grounds, and the Toronto boys were there too; lots of them.

It was a real old-time picnic. The Toronto crowd foregathered at Sunnyside, and under the supervision of Bert Menzie motored to the Royal Connaught and then "processioned" to the grounds.

The "Cold Cream Guards" were there and Bill Nash was at the gate. Frank Walker and Mayor Booker gave the freedom of the town. Guy Luke, Jim Davidson, Kirke Green, Jim Dore, D. Stout and J. Montgomery looked after their posts.

Well, the second chapter, or rather episode 2, as they say at the movies, of the baseball game was the first item on the program. Manager Eddie Bagshaw had a renovated and sanitary team ready, the weak spots were made strong and secret signals were given all the players, but it was of no use—Hamilton licked us again, and took the cup, and kept Eddie over night.

The game was called Hamilton time, but as Joe Dale, who was to umpire, had not changed his clock (he got one the previous week, if you remember) the players were satisfied that Geo. Wilkinson should do the stunt again. George lived the week between games up in Galt, and brought Jimmy Little along to see that he was used right. Well as beforesaid we were licked, so we took up the other games.

The tug-o-war between Hamilton and Toronto dealers was won by the former, but the travelers' team—Shantz, Parsons, Dore, Menzies and Bill Beney—pulled the Hamilton dealers all over the lot, showing what great politicians they are.

The fat men's race winners were Goodfellow, Ab. Dunke and Markle, and the prizes a silver cake plate, a kiddie train to carry the Kindel beds, and a wire door mat.

The tug-o-war prizes, which puts all contestants in the professional class were a dollar cash apiece to the five travelers.

Single men's race—Z. Snyder, S. W. Starr and Godfrey. Prizes—Rocker, sewing tray, smoker's stand.

Married men's race—James Anderson, P. Newton and F. Buscort. Prizes—Mahogany sewing table,clock, cut-glass sugar and cream.

Guests' race—William Pearson, Tom Badger and Joe Dale. Prizes—Dinner gong, waste-paper basket, parlor lamp.

220-yard race—H. Mitchell, Z. Snyder and S. W. Starr. Prizes—Old hickory rocker, wood seat rocker, jardiniere stand.

Standing broad jump—W. Pearson, P. Badger and S. Buscort. Prizes—Midget refrigerator, smoker's stand, butter dish.

Chicken race—C. Harrison, A. Wilson and H. Mitchell.

A surprise stunt was pulled off in the shape of an exhibition bout between Bobby Eber and Pete Scott. It was greatly enjoyed, despite the vast difference in weights. Pete took matters easy, but Bobby wanted to show that he had the goods, and he sailed into his bigger opponent several times as though the battle was for blood. Of course, Pete had his weather eye open, and neither one of them kissed the canvas, but Eber won new friends by his exhibition. "Dink" Nevilles refereed, and received a handsome clock for his services. "Dink" earned that clock, as he had to take a few biffs himself.

Then came the supper—a buffet lunch, from ten-pound dill pickles down to ice cream cones. As at Toronto all participants were winners. Next came the presentation of prizes by Clarence Coryell, in his own inimitable style.

Special prizes of a litter of dogs from Tom Biggar's kennels were made to Geo. Wilkinson, Ed. Bagshaw and Lew Phippen. Louis Yolles, Bert Menzie and Jim Little were also slated, but some persons unknown stole



Bert Menzie directing the "procesh" at Sunnyside. Dave Souter and Eddie Bagshaw confidentially talking it over.

the dogs. That may account for some of the Toronto bunch leaving for home early.

Before the proceedings closed Secretary Miller of the Ontario R.M.A. was called on and gave a splendid address on the activities of that organization. The speech was worth a verbatim report, but we will only summarize the topics he touched upon:—Workmen's compensation, Bulk Sales Act, Transient Traders Act, trading stamps, false advertising, the co-operative movement, trade troubles, mail order houses, postal abuses, cartage charges, the Knowles bill re resale price, Division Court Act, Manitoba small debts court, the lien law, Bankruptcy Act, Inland Trade Commission, R.M.A. collection department, and our old friend the H. C. of L.

"God Save the King," sung by all, terminated the proceedings.

FOUL TIPS.

Bill Pearson is some sport; we mean the real kind.

Has anybody seen that portrait of Louis Yolles and his cup?

Bill White was an onlooker only this year. He says wait till next year!

"Why don't you go to work out there," shouted F. Moss, at Bagshaw, from the stand at the bad showing of Toronto. "Don't you know," replied Eddie, "that a rolling stone gathers no Moss?"

While the big ball game was on Dave Souter took on a crowd of "big" Toronto travelers—Menzie, Ab. Dunke, Bill Beney, Alf. Roberts, and other has-beens—in an indoor ball game, and Hamilton won again.

Bill Beney is quite a chauffeur. Eh, what!

Joe Robb was the hopeful battler for Toronto, but when his umps called "one, two, three, you're out," Joe got the merry from the crowd with musical honors from the band.

Percy Brown was quiet. He seemed all tuckered out after that fishing trip to Clear Lake. Ask Dave Souter.

Jim Dore—Do you and your wife ever think the same? Ed. Bagshaw—When I'm out late at the club we do. She keeps thinking what she'll say when I get home, and so do I.—Conversation overheard at Hamilton.

FIRST GAME AT TORONTO.

Hamilton	1	2	3	4	5	6	T'l
Buscombe, ss	1	0		x	1	1	
Kelly, 2b	1	0		1	0	0	
Caldwell, 3b.	0		0	0	x	1	
Stearn, cf ..	0		0	1	x	1	
Montgomery,lb	0		0	0	x	1	
Simpson, rf.		1		1	0		
Henderson,lf		1		1		1	
Souter, p ..		x		1		1	
Reid, c		0		1		0	
Total	2	2	0	7	1	5	17

Toronto	1	2	3	4	5	6	T'l
Lee, c	1	x		1	0		
Snyder, p ...	0	0		1	1		
Sloane, 1b ..	0		0	1	0		
Smith, lf ...	x		0	1		1	
Webster, cf .	x		0	1		0	
Duseau, 2b .	0			1		0	
Andrews, rf.		0		1		0	
Yolles, ss ...		1		0			
Godfrey, 3b		0		1	0		
Total	1	1		8	1	1	12

SECOND GAME AT HAMILTON.

Hamilton	1	2	3	4	5	6	T'l
Buscombe ..	1			1	1	0	
Kelly	1	0	1	0			
Mitchell	1	0	0	1			
Caldwell	0	0	0	1			
Simpson	0		1	x			
Stearn	1		1	0			
Green	x		1	1	0		
Reid	x		1	1	0		
Souter	0		1	1	1		
Total	4	0	7	6	1	x	18

Toronto	1	2	3	4	5	6	T'l
Lee, c	0		0	x		0	
Newton	0		0	0			
Dale	x		1		0		
Pearson	0		1		1		
Snyder		1	x		0		
Yolles		1	0		1		
Mackie		0		0	0		
Robb		0		x		0	
Smith		0		0		0	
Total	0	2	2	0	2	0	6

Box scores of the baseball games between Toronto and Hamilton Dealers.

BRANDON REST ROOM PROVES VERY POPULAR

That the District Rest Room provided in Brandon, Man., is appreciated, is shown by the fact that during the first four months of this year, 4,475 visitors patronized it while on shopping tours in the city.

The rest room is conducted by a committee of farmers' wives from the surrounding district, assisted by an advisory committee of business men and farmers.

John Popkin, secretary of the Brandon branch of the Retail Merchants' Association, in a letter to the editor of this journal says: "The Retail Merchants' Association got right behind the movement and gave generously towards the fund that was needed to get the idea started, and the place fitted up. Naturally the idea, from a business point of view, is to make it more comfortable, and convenient for the farmers' wives to come to Brandon to trade. The committee appointed a woman to look after the rooms, keep them clean, and be on hand as an attendant. This woman is paid for this work; then the other officials are honorary, and are such as are usual to similar organizations. The building used is one that was formerly occupied by the Manitoba Government Telephone Commission until they built their own building, and the District Rest Room Committee pay rent for the place to the owner. The finances are raised by grants from the different municipalities, women's societies and Brandon business men."

A new screen has recently been donated, several pictures added to the walls, and the loan of a phonograph and a handsome reading lamp makes the rooms very homelike. Free stationery is provided and books and magazines are available.

FURNITURE QUOTATIONS OFF.

The scarcity and higher prices of raw materials entering into furniture manufacturing has forced most of the manufacturers to withdraw all prices and accept no further orders at a stated price nor for stated delivery until September 1. All orders in hand will, if at all possible, be filled at recent price advances, but no price will be quoted on orders beyond September.

All the displays at the Grand Rapids midsummer furniture exhibition were sold out three days after the opening of the show, and United States manufacturers are said to be booked up to the end of the year. No prices are being quoted across the line for 1920 delivery.

C.F.M. EXHIBITION.

The Canada Furniture Manufacturers conducted their usual July exhibition in the Toronto warerooms on King Street East. The display covered their complete lines made in their various factories throughout Ontario. So numerous are their lines that the four or five floors of the large warehouse were entirely taken up with the company's display.

KITCHENER HOLDS JULY EXHIBITION

Inauguration of midsummer furniture show—Baetz Bros. make fine display—Scarcity of workers and materials

STYLES in furniture are to a great extent forecast by the annual or semi-annual displays or exhibitions held in the various furniture manufacturing centres.

Here in Canada we are accustomed to the annual January Furniture Show. With the conclusion of war the Kitchener furniture manufacturers thought it well to inaugurate a July exhibition in addition to the January show.

Baetz Bros. & Co., conceived the idea and helped on the movement. The two middle weeks of July were set apart, and while the visitors were not so numerous as in January there were considered sufficient out-of-town callers present to justify the manufacturers to put on the display. Not all the makers made displays, however. Shortage of stocks, scarcity of labor and want of tapestry coverings precluded some manufacturers from showing.

Baetz Bros. made their display in their Anthes factory showroom. The lamps and shades added greatly to the beauty of the exhibit. These lamps coming in many new designs, shapes and colorings, show how extensive such a line can be made, and the possibilities before such goods in the way of sales.

Dining suites were shown on one side of the showroom and bedroom suites along the other, the centre being reserved for living-room stuff, odd lines and special displays.

The mode of exhibiting the various items could hardly be improved upon. Period designs were shown in the suites in enamel, fumed and walnut finishes. Some upholstered living-room suites were very unique. A Chinese tapestry design on a black background was a decided novelty.

Library suites, chesterfields, tables, bookstands and rockers—all harmonizing, had a pleasing effect. Parlor suites and odd pieces in silk coverings of blue and gold, cerise and many other tints gave an idea of the vast range of coverings the company is using.

Dinner wagons, table lamps to match suites, cane panelled furniture and clocks made up an attractive section. And cheval and dressing mirrors were the last word in this scarce line of furniture to be had to-day.

At the Auditorium on Queen Street no special July exhibition was put on, but the firms making their displays there—Lippert Furniture Co., Crown Furniture Co., Geo. H. Hatchborn & Co., and Geo. Lippert Table Co.—made no special display effort other than that in these permanent showrooms.

The Waterloo Furniture Co. had their permanent showrooms on the top floor of the Kitchener Furniture Co.'s building. Mr. Weber was there to look after visitors. They showed their regular upholstered parlor and living-room suites in many finishes, the tapestry colorings running mostly to dark shades. Some examples shown were covered in velours and denims, and some light colors were shown in parlor stuff.

While making no special efforts at an exhibition display F. C. Brandt showed his representative lines at his warerooms on Queen Street. The Gem Crib and Cradle Co. of Canada is one of his concerns. This company are the originators and manufacturers of the "Gem" wheel bassinets, which surely did please the ladies' eyes. These cribs come in many designs—all wood, basket sides, spindle ends. All can be used as beds, having spring mattress base, and some of them are combined bassinet and play-yard. Some have sliding sides, and all are in white enamel finish. Folding play-yards, rocking cradles, bath-room stools, baby walkers, porch gates, nursery and high chairs, workstands and wardrobes, and fibre and reed doll carts are also items in this company's line.

Mr. Brandt as well showed the Hartshorn line of baby carriages, collapsible sulkies and strollers. The carriages are built of reed with reversible gear, upholstered in "Printzess" cord, rubber tired artillery wheels, with or without windshield, and in many designs and colorings. The strollers, too, are of reed in many designs and colorings; and the collapsible go-carts run from simple, plain models to those having a variety of special features.

Another line is that of the Mahogany Chair Co., a line of folding, steamer and bath-chairs, chairs for beach and verandah, portable and stationary opera chairs, morris chairs, settees, folding stools and towel racks. The chairs have duck, carpet, wood, perforated and cane seats, with and without back rests.

The Ontario Woodworking Co.'s line is made up of novel children's goods, a fine-looking Christmas line. These goods include hobby horses, rocking horses, wheel chairs, duck and dog wagons, wheel-barrows, rooster rockers, airships, automobiles, etc. The possibilities of designs in this line is limited only by the imagination.

The Krug Furniture Co. did not show. Their display samples were practically all sold. The firm found it difficult to fill orders promptly, owing to scarcity of upholsterers. This condition applied also to D. Hebner & Co.

The De Luxe Furniture Co. made their showing at Schreiter's, but owing to heavy demands on their production they had but six or seven items on the display floor.

AT WATERLOO.

Over at Waterloo, Woeller, Bolduc & Co. had set up their display in their new showrooms, opposite the railway station, where in future permanent display rooms will be established. Even here demand for their lines had taken from the display some of the more popular items. The firm feels the scarcity of tapestry coverings. While having sufficient for the trade of some few years ago, there are not enough coverings coming along now to adequately and promptly fill the orders in hand.

The firm made a good display of their samples, however, the period designs coming in for much commendation. Some of the newer settees, too, were splendid examples of the furniture makers' skill. Denims, velours and leathers had a place as well as tapestry in the coverings shown. The library furniture made a special appeal to many visitors.

Snyder Bros. did not exhibit. Their large display rooms were denuded of stocks to fill orders. The labor market and tapestry situation was felt by the firm.

Modern Store Fronts Are Money Savers

ADVERTISING and display are essentials at present for the store which would have a successful career as a retail institution. Both factors must be given thoughtful attention. In order to have a proper merchandise display in the windows of the store, the front must agree with certain well defined principles.

Contrast the older style front, with its small sash and correspondingly small window panes, with the large, open spaces possible under modern styles of store architecture. Is it any wonder that the latter sell merchandise whereas the former fail to make sales?

With the small glass scheme of construction, the most accomplished window display man could not make a display which would be really attractive. Everything is against him when working under such conditions. Of two stores, side by side, carrying the same lines and class of merchandise, with a corresponding price range, the one having a modern front while the other was laboring along under the handicap of the antiquated style, there is no question of the advantage which would be enjoyed by the former store.

The cost of installing up-to-date fronts to the store is not large. Figured on the basis of the increased display facilities, it is so small as to be inconsiderable.

The most valuable space in the store is said by many to be in that portion which is devoted to the window display. That being the case, is it not a case of saving at the spigot to worry along with the handicap of poor window facilities, due to antiquated store fronts, when a small amount invested in a modern front, with large spacious plate glass windows, will add very materially to the merchandise sales of the institution.

Figured in any way for any size store, in the small est hamlet or in the town of small city proportions, the cost of remodeling and installing a front which will really accentuate, rather than reduce, the pulling power of the merchandise display, is not to be considered as an expense but rather as an investment.

Now, during the summer months, when business is more or less quiet in the smaller towns owing to the activities of the farmer at home, is the advantageous time to make this much needed change.

MAKE STORE PLEASANT TO SHOP IN.

During the summer months if there is one thing that appeals to the shopper it is a cool store. The dealer should put forth every effort to make his store a pleasant place to shop. One thing that will be found very helpful in this regard is an electric fan. It should not be regarded as an expense, says an exchange. It's an investment. Haven't you sometimes heard one woman say to another: "I like going into So-and-So's store. It's always so cool and fresh?"

Do people say that about your store? When they enter the door, do they come into a hot, sultry atmosphere, where the air is stale and motionless, or is there a constant current of air circulating around the store making the interior cool and pleasant?

It's worth considering. It makes a great deal of difference, sometimes. The pleasanter you can make your store for the people who patronize it the better hold you will have upon their goodwill and support. A woman likes to shop where it's a pleasure to shop—and if your store is invitingly cool and your competitor's is stuffy and oppressive you will find it is far easier to persuade her to buy from you than from your rival.

Instal a fan or two so as to keep the air cool and circulating. Keep the interior of your store shady. A few plants or ferns here and there add wonderfully to the freshness of your window and counter displays, especially during the very hot weather when the more perishable products cannot be exhibited for too long in a warm temperature and where bare spaces here and there want filling in.

A little thought given to this matter will give your store a refreshing distinctiveness that will command attention and create favorable comment. The cost is trifling and the outlay of a few dollars judiciously expended in this way will enhance the inviting appearance of a store very considerably and prove an excellent stimulant to good class trade.

Cool Trade Breezes for the Warm Weather

Transform those notions into motion.

* * *

Isn't it difficult to work up an interest in one's winter coal supply these days?

* * *

Listlessness has no place in the dealer's formula for maintaining summer trade.

* * *

Dead bait won't catch many fish for you, nor will lifeless advertising catch many customers.

* * *

Just because these are the dog days is no reason for letting business go to the dogs.

* * *

A little motion in the air has a cooling effect. Keep moving and create a little stir for your own benefit.

* * *

He who would be a successful business man must be diplomatic. We heard of one budding diplomat recently. He sent a girl 18 roses on her 28th birthday.

* * *

That things are not always just what they seem is demonstrated by the failure of some people to reach the top because they hesitate to take the plunge.

* * *

The character of a man is shown largely by his features—the character of a store by its appearance.

* * *

A felt slipper is supposed to be soft, but many a boy can tell you that a slipper can be hard and still be felt.

Arranging Window Displays to get Results

A seasonable touch to a window that should help sales in summer.



SATISFACTORY display is an item that concerns the welfare of every retail establishment, for not to show merchandise is "hiding the light under a bushel" and increasing the obstacles which stand in the way of its ready sale. These points and others were admirably touched upon in an address on "Merchandise and Its Proper Display," recently delivered by George E. J. Cowan, author of several books on window trimming. So pertinent, in fact, to the subject of modern retailing were his conclusions, that we take pleasure in reprinting the following excerpts from the address for the attention and consideration of our readers:

There can be no question now about the advisability of merchandise display. The question now of vital importance is, "How shall we arrange our merchandise in order to get best results?" Looking back thousands of years and also making a study of merchandising conditions in even the most primitive countries of to-day, we find that the first essential in most merchandising is to get the goods out where they can be seen. This is what the great mass of merchants are doing at the present day. Of course, the average store in the more progressive countries has improved wonderfully in the past few hundred years, this being particularly true of the show window in so far as construction and lighting is concerned. The introduction of plate glass about seventy-five years ago has been the most powerful factor in the improvement of the show window.

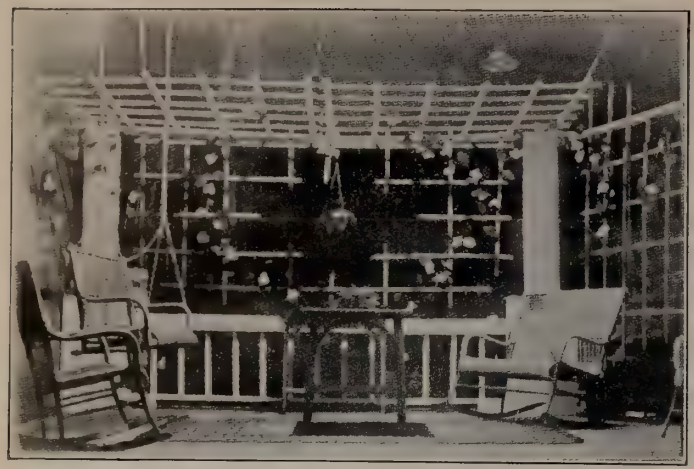
No matter how up-to-date your show window may be it is still vitally important that some one in the store really knows something about the more important principles governing the display of the goods that the store has for sale. One very important rule that can be applied to almost all lines is to try to show goods as they will appear when in use.

Applying this same principle to the showing of furniture and other house furnishings, it is best to decorate the windows in imitation of the uses to which they will be put. Let all articles for the kitchen be shown in natural surroundings, while articles for the dining room will be shown in an appropriate setting. This system of display compared with the old method of showing a heterogeneous collection of all kinds of goods in an open-back window means that the same items of merchandise will look a hundred per cent. better and actually suggest how they can be used to advantage.

There are, of course, an endless number of suggestions that can be made that will help any one in his window work. First of all, the window glass and in fact every part of the window should be kept absolutely clean. Great care should be given to the smallest detail of the window. As an illustration, let me cite the case of a window I saw just the other day in a furniture store. The floor had been covered with linoleum so poorly laid that it was the worst kind of an advertisement for the efficiency of the linoleum department of the store.

The construction of the window is very important. On account of poor construction, many windows reflect more of the outside surroundings and show very little merchandise. This practically makes your window useless part of the time, and this fault should be overcome as soon as possible. How to do this is the question. The reason the plate glass shows reflections is that the window is darker inside than it is outside. You will find that by studying this problem you should be able to make the inside of your window as light as it is out of doors and thus overcome the reflections entirely.

This can be done by taking out the false ceiling just back of the transom bar if you have one. Or it may be your backgrounds are too dark and need a light colored covering. Another very important phase of window work is that of window lighting so that the goods will be seen to advantage at night as well as in the day time. By taking this matter up with your local lighting company you will be able to procure especially designed window reflectors that concentrate every bit of the light on the display itself. The element of color combination is so important in window work that all window trimmers should make a special study of the subject. As a general rule, the fewer colors you use in a window, the more attractive it will be. Considering the fact that the half-dozen or more books that are already published on this subject do not in any way attempt to cover it fully, we can hardly hope to do more than touch on the subject, but I believe that we have at least given you the one big fuundamental principle that is most important in all window work, and that is: "Show your goods as they will appear in use."



Specialized Windows Pay Best

SPECIALIZED windows pay the best, and miscellaneous displays should be few and far between. It may be well at times to show the large variety of items you carry in stock, but it does not "get the business" like a specialty window, where every effort has been concentrated on one particular line.

Considerable care should be exercised in the selection of signs, as a window's success has often been attained by the clever placing of attractive, well worded signs. These help wonderfully to liven up a display, but must not be so conspicuous as to detract from the merchandise; too many signs are as ineffective as no signs at all. Price cards are in many cases very beneficial but the utmost discretion must be used in this direction, for many sales are lost by acquainting the prospective customer with the price before the merits of the article have been explained. However, if sound judgment is used in pricing those items which look of greater value than their selling price, results in this direction should be extremely gratifying.

Good movable signs and movable displays should be used whenever possible as there is nothing that attracts attention as well as a display in which there is action.

A demonstration in the store operated in connection with a fine display of new furniture in the window, is a wonderful aid in starting things going. The demonstrator being thoroughly posted enables the sales to be made more readily than could otherwise be accomplished, as some clerks are slow in picking out the selling features, and run chances of losing many sales. The demonstrator as a rule is an excellent educator for the salesman, and if he knows his business thoroughly he will have the clerks so well posted that they can handle the proposition successfully in a day or two, because they are usually as curious as customers and by the time the demonstrator is ready to leave they can easily continue the campaign. Demonstrations in the window succeed in drawing a crowd but do not accomplish the results which are derived from an inside demonstration, where the demonstrator comes in personal contact with the customer.

Careful attention should be given to making the show windows weather and dust proof. All joints should be thoroughly puttied and painted, as any good display will lose its effectiveness in a few days if it becomes dull from dust and dampness.

SIMPLE PLANS FOR AUGUST WINDOW.

In addition to making the interior of a summer window look like a pergola, a porch or a garden gate, there are simpler means available of securing the local color considered desirable with wicker or painted furniture. This result is attained by covering the floor with light colored rugs in cool tints, either fabric rugs or grass rugs; the back and sides of the windows may be formed entirely of porch shades which, when neatly hung, will give the appearance of a porch, thus giving the setting for a display of summer furniture. There must not be too many pieces nor any overcrowding, but the arrangement is best which puts the various articles in casual spots as if some one had just been using them. This suggestion of actual use is adroitly projected by a few books, magazines and newspapers strewn carelessly around and further heightened by window boxes or pots of artificial flowers and dwarf bay trees. An odd idea, but productive of a striking effect, is a mass of cheese-cloth or like fabric thrown loosely crumpled up on the floor, but the peculiarity is that the color must be a brilliant emerald green. A few artificial palm branches placed around add to the appearance—but their hue is to be of the same shade as the floor cloth. An experiment with summer furniture arranged with this emerald hue was uncommonly pleasing, but in the course of trying different tints of green it was found that the most striking results were attained only with the palest, most vivid green procurable, and that with no trace of yellow in it; in fact, the color which is called "Paris green."

Show Cards For Window Displays

FOR sales or other special occasions, the furniture dealer will often find use for a large number of cards all the same in size and appearance, but carrying different wording. If he cares to make the best possible showing—it is taken for granted that by this time he does—recourse is made to the print-shop, where cards may be printed in any quantity on any desired stock at nominal expense. Of course any color may be used and it is possible to obtain very distinctive efforts.

Cards may carry whatever wording is needed set in type. But there is also the opportunity to use a trademark or monogram. Every well-established concern should have some distinguishing mark which is entirely individual to it. Stationery, paper, store fronts and delivery wagons and cars, all should be identified, that whenever seen they will be more readily recognized than is possible with painted letters. The use of such a device is so general in every field that it is unnecessary further to emphasize its utility.

The dealer who must patronize an engraving house for his original design naturally would hesitate to make the investment because of the cost of the drawing. But the dealer who can letter, can make his own trademark by exercising particular care in the handling of his pen and ink.

Miss Gush—"I just adore caviar, don't you?"

Miss Green—"I never heard him except on the phonograph."—Houston Post.

GOOD ADVERTISING COPY *for the* RETAILER

By James W. Fisk

ADVERTISING covers a great multitude of things. When we think of retail advertising the first question that comes to our mind is "Why advertise?" Advertising is expensive. If we take space in the newspapers it costs something.

I believe we should have an understanding as to just why we ought to advertise before we do any advertising. There are many who advertise in the public press with nothing to say, and there are many who when the time comes to fill the regular space, merely turn it over to the editor and say, "You know, Bill, write up something," or "Let is stand like last week." There are many who have not as yet a true conception of the function of advertising, and when I say advertising I speak of retail advertising.

The immediate sale shouldn't concern us a great deal because there is very little profit in it. It is the repeat sale which counts. It is the good-will of those who come and visit our store to test our goods and our service. We need to satisfy all these people time after time; we need this continued patronage; we need this great following that comes to us without the expense of going out and soliciting business every time. Just think what it would mean in your business if you had to send somebody around to your customers every time you wanted them to come in. And so we have advertising; and the greatest function of advertising is bringing people to the store.

Advertising doesn't sell goods; it may get the sale well under way; it may create the desire, but a sale isn't made until the merchandise has actually passed into the customer's hands, and, except in mail order advertising, printed copy can't do that. So we decide that we want advertising, because, not only do we want people to come to the store oftener, but we want more people to come to the store. Therefore let us pick out the things that will attract them and fill our advertisement with items of that sort.

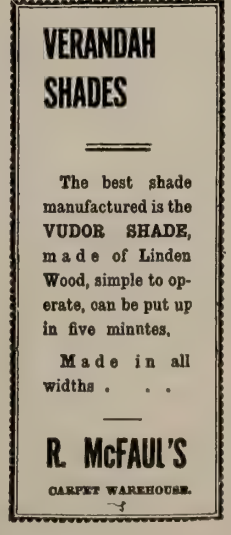
We have two things to advertise, and those things are both service. We are selling nothing but service. We











How some Canadian dealers are getting publicity by using small space.

have the service that the store renders, and we have the service that the merchandise renders. One is probably just as important as the other.

Advertising doesn't mean cutting prices on everything you have. Cut prices are not the only thing that will attract. Many stores are not operated on the basis of cutting prices. No one would accuse any high-class store of giving money away. We are not always thinking about price. There is a general tendency away from cutting prices.

Estimate Sales Exactly.

We ought to be able to estimate sales so exactly and order our goods so that we would have no overstocks, no short ends, no odd lots, which must be closed at a sacrifice, and manufacturers should put up merchandise so scientifically that we never would have the "jobs" passed on to us. Let us realize that merchandising and advertising is something more than issuing a catalogue of prices.

I saw some advertising recently put out by a Western store. It didn't pull, and the retailer couldn't imagine why. He had tried to get into a little two column eight-inch space a little about everything he had in his store, just like putting a jungle of things in your show-window so that people might know you had a collection of junk there, but could not tell what it was. Had that man realized that the function of advertising was to bring the people to that store, and featured one attractive item in that ad, he would have gotten results.

You may be doing a lot of things in your business that you think the public understands very thoroughly and yet even our customers may not know what is going on unless we tell them. If we are willing to cash checks on pay-day instead of having them go to the saloon, or if we are installing a new line of anything, or if we are going to keep open on Sunday morning, let us tell them about it.

If we are running a credit business scientifically and carefully so that a credit business is going to assist us, and we realize that it is a good thing for the business and we want to extend our credit obligations, let us advertise for customers and let us specify the kind of credit customers we want. If we have rest rooms or any other convenience about our store, or if there are any reasons why a customers should come to our store instead of going to the other fellow's, let us tell them. Somebody said, "There are only two ways to be successful; one is to do what everyone else does and do it better; and the other is to do the thing the other fellow does not think about." Some of us are so in a rut, and so are our competitors and other business men, that it is not difficult to do something that the other fellow isn't doing, something that the public would like to have us do.

What Do People Want?

Now, service in business may mean different things. What our service should be depends on the demands of our customers just as truly as our advertising depends on what our customers want. If you and I could advertise and talk to our prospective customers just the same as the manufacturer probably sizes us up as dealers, you and I could go into our store and see many places for improvement. Let us find out what these people want.

A fellow in Omaha some years ago was running a grocery store at a small profit. He bought and installed new fixtures to make his store look better and ran a Brussels carpet down the aisle. In a short time this man was out of business. His trade did not want these things, and I believe you and I can sometimes go to the extent of bringing business to ourselves and then killing the business so that a monument will stand above the last resting place of what has once been a thriving business. Let us find out what our customers want and then give them that as near as possible

We have two kinds of service; the service your store can render and the service your merchandise can render. I remember a case in Duluth two years ago when a customer stopped and picked up an ornament of silverware and said, "What is this?" and the clerk, pretending not to hear, didn't answer. But the customer was very insistent, and she leaned over the counter and said, "What's this used for?" The clerk looked and said, "That isn't used for anything. That is a Christmas present." I believe that was the truth. We find some people who do buy those things that are not exactly useful. Usually, however, they expect to do something with them. We have got to get the merchandise and tell what it is going to do for this and for that customer. The customer doesn't care about your having an over-stock or that you made a mistake in buying, but she does care how convenient this thing is and how well it is going to wear. She does care how beautiful it is, and how stylish it is, she does care about all those things which are going to administer to her comfort and pleasure.

Advertise Seasonable Lines.

So we want to look at our merchandise through the eye of the customer, and when we get ready to advertise anything pick out those things which are seasonable and timely. I believe we ought to get out our merchandise and size it up as the customer ought to see it, and reason out why the customer ought to buy it. That is the big thing. People don't spend money without a struggle, and it is necessary sometimes to administer an anesthetic before we attempt it, and we want to do it with just as little pain as possible and still get the greatest results. Let us not only decide why customers should buy, but decide why he or she may hesitate, why she may consider buying, why she may not rush in and lay down the money immediately, and we want to advertise not only to bring in people to the store, but to get them to buy when they get to our store.

Let us therefore get the merchandise out and look it over. Let us see if there is anything about this particular thing that is new or out of the ordinary. Let us look at this garment, and wonder whether a woman will appear as a queen when she goes down the street wearing it. Let us realize that we must try to side in without particular customers and have what they want.

"MOVIE" ADVERTISING PAYS.

Honest now, don't you go to the movies? Don't your wife, sons and daughters? If the whole family doesn't go to the movies, yours is an exceptional family. Make a canvass and you'll find that the biggest part of the people in your vicinity go to the "movies" at least once a week. All classes are attracted by the animated pictures. At night big Pierce and Packard cars will be seen lined up with the more humble Ford in front of the "movies," to say nothing of the great majority who come on foot. The moving picture show in your vicinity is a neighborhood institution; it draws its trade from the same zone that you draw yours; its customers are your customers, or your possible customers.

CATERING TO SUMMER TOURIST TRADE

Furniture dealers might get a large share of trade if they would but develop the business—Wantable lines.

NOW that the war is over the summer resort business is coming again into its own, and for the next several years Canadian summer resorts should have an enhanced attraction for tourists.

These tourists are generally good buyers, especially where they locate in any certain section for the summer season. There are merchants in many centres who cater to this line of trade, mostly, of course, in food products; and there are some few furniture dealers who also see possibilities, but their number is too few.

One retail dealer who caters to this class of trade is James D. Smith, of Baysville, Ont. He has general merchandise lines, and he finds it pays in all departments to look after this trade. He is one of the leading lights in his community, takes great interest in the local tourist organization, and does much in a general way to promote the best interests of his community.

Speaking of tourist organizations this is one of the best means to develop the trade of one's community. A tourist association, or a development league is a boosters' club and organizations like these can do good work. A first step is to canvas the possibilities. Has the town any attractions—good fishing or hunting, pretty scenery close at hand, historic interest of any sort, public monuments? Advertise these facts, get up an attractive booklet or two, and you'll soon commence to pull visitors. Mr. Smith and his associates have tried this for several years with much success.

Often it takes the appreciative eye of an outsider to see the possibilities of a place which its own people regard as humdrum. One of the finest summer resort towns is a town with a lake front, fine beaches, pleasant walks, picturesque scenery, and healthful climate which is fairly perspiring in its frantic and futile efforts to develop into a great industrial centre, and doing not a single thing to attract tourists, who would be glad to come.

In catering to tourist trade, whether it comes of its own accord or is brought, the dealer must study the trade—also the locality. The style of goods to push depends to a large extent upon the attractions offered. But household necessities and kitchen wares are wanted.

It is a good advertisement to make your place of business a sort of informal information bureau for the tourist people. Advertise the fact that you are in a position to furnish information as to the best localities to visit to get good sport. Then make window displays along the particular lines you are pushing; especially on public holidays or special excursion days, during Fall fairs, and on like occasions.

There is always a good demand for souvenirs; these should be prominently featured in window displays while the tourist season is on. One dealer who reserves his larger window for more important goods has in place of the pillar at the corner of his store, midway in the entrance, a glass show case which, in the season, is used entirely for the display of souvenir articles.



Even in cities and towns a summery atmosphere in the window will attract attention to holiday goods and needs for the summer tourist

There are few camping parties who do not discover, after a few days in the open, that they have forgotten some important item in equipment. There are few who do not develop additional wants as the season progresses. The nearest furniture dealer, even if he is twenty or thirty miles away, can pick up this business—provided he has means of communication. In many instances it is merely a matter of answering a long distance telephone message and loading the goods on a trolley car, express car or boat. Where these means of communication are unavailable, the furniture dealer who has a motor car at his disposal can take an evening spin out to the cottages one or two nights a week, and, by mixing with the people, and making known his business, can often pick up orders, to be delivered on his next trip out.

Suggestions from the Methods of Other Dealers

IN selling goods, said an American dealer recently, I found that the most important thing was to attract the prospect's attention; secondly, to get him into the store, and lastly to treat him well when he had entered. Having gotten the physical appearance of the store in shape and the stock distributed and cared for, I set about to pull people into the store. I am a great believer in newspaper advertising where the store is centrally located or in towns so small that it can easily be reached, but neither of these conditions held true in my town, a large city, so I had to think of some other means. After a number of experiments I determined on a series of novel window displays with a few posters put up in the neighborhood at certain seasons. These window displays advertised themselves after a while, but at first I had small hand bills run off and distributed by small boys in return for some article in stock such as a knife or a ball.

Boys Send Customers.

At one time I put into operation, continued this dealer, a plan which increased the business 50 per cent while it lasted. I collected a number of the boys in the neighborhood and gave them each ten metal checks with a numeral on them. Little Jake Schaeffer's checks had No. 2 on them and Johnnie Allen's number was 6, and so on. I told them to give these checks to their friends. When one of these friends made a purchase they would turn in one of these checks, which was credited to the boy who owned the number. The one that had his ten checks all in first got a prize, but they all worked so hard and made the plan such a success that I gave them each a prize instead.

Window Displays Chief Asset.

I originated, said this dealer further, a number of special selling schemes when business was dull, but in the main I relied on my window displays to do the work. In these displays I endeavored to take one article or family of articles and to feature it to the best advantage. In this work I was aided somewhat by writing to the manufacturers and telling them that on such a date I proposed to make a display of their goods and would appreciate any assistance they could give me. Many of the manufacturers maintain a special window trimming department, and, though their ideas seldom were original, I found the material they send valuable in working up my own ideas.

COURTESY TO CUSTOMERS.

When you first started in business you probably looked upon every customer's visit as a personal honor and favor, and you were eager to serve in every way possible. Now that you have so many customers that you regard their coming as a matter of habit, perhaps even of necessity, it is well to still regard each visit as a personal honor. It is. They don't have to come to you. Business by mail is always handled courteously, and most mail order houses try to give the customer the impression that the house keeps men awake nights just to look after their (the customer's) interests. A customer coming into your store, whether to buy your wares or to ask your advice, is in the same position as if coming into your home, and is entitled to the same treatment.

STORE WELCOME FOR RETURNING MEN

Can you imagine a better feeling among the soldiers and sailors of your town or neighborhood on their return from service to civilian life than a printed welcome from your store. Wouldn't such a welcome be an excellent "good will builder" for your firm in your neighborhood?

So when a number of the boys are back why not run in your advertising space (or even in dodger form) a welcome and mention each of the returned boys by name. Suggested copy is:

Welcome Back to Localville

We share with their relatives and the citizens of Localville the feeling of pride that these young men of our city have been participants in the great military struggle for righteousness and we share in the joy at the safe return from soldier and sailor duty of the following men:

John Dowd	Floyd Parsons
Chas. A. Monetti	Samuel Tara

(complete list)

We hope to see each of these boys in our store soon and hear from their lips the stories of their experience. There we can extend a personal welcome.

THE BEVIER STORE.

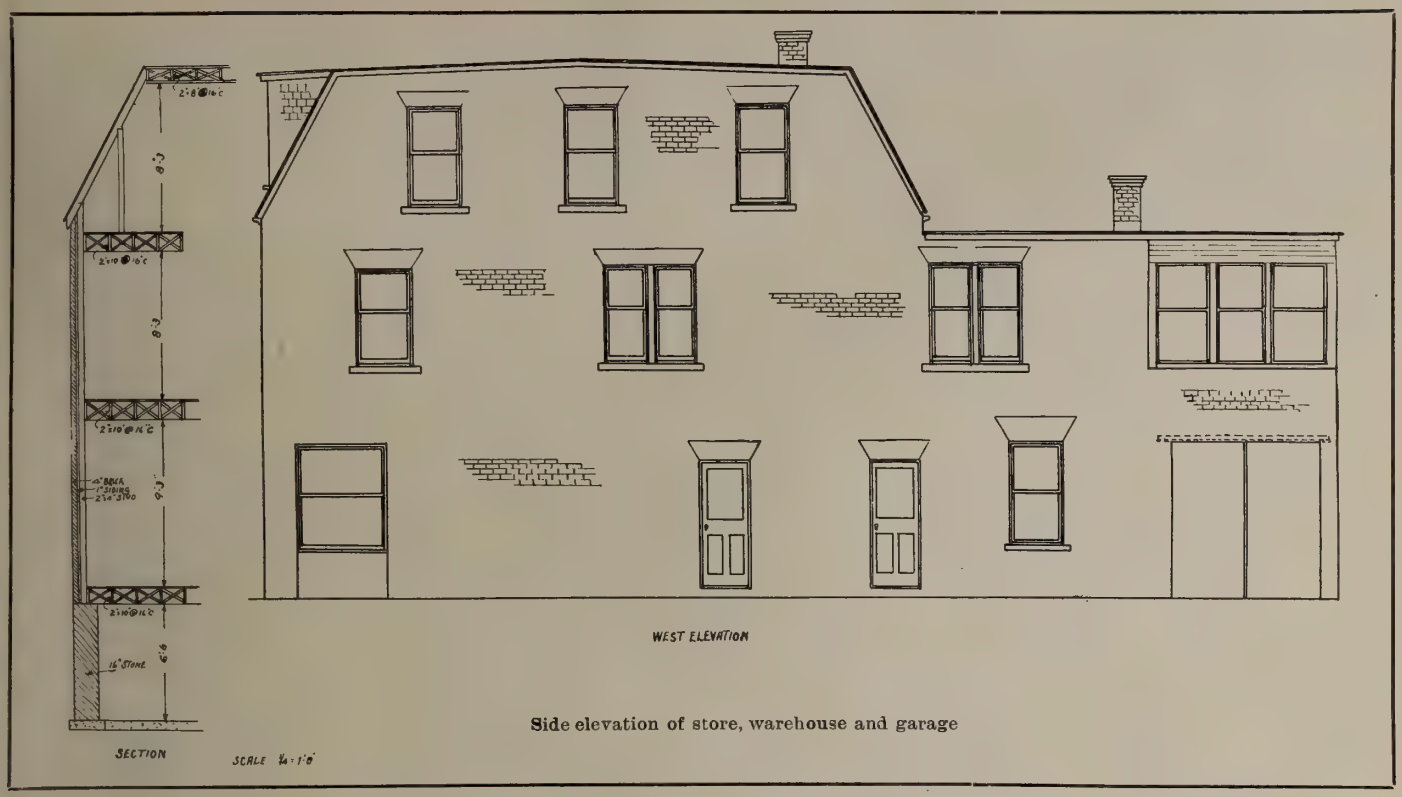
INCREASING DAILY SALES

William Richards, a merchant of Youngstown, O., grew tired of "Anything else to-day?" or the "Will that be all?" of his clerks. So he determined to find a specific remedy.

Now, the first thing in the morning, every clerk in the Richards store gathers at a little meeting which decides what article is to be pushed during the day.

Under this plan, when a customer has purchased or looked at the article he had in mind upon entering the store, the clerk does not have to ask a general question, but can say, "May I show you these —? I think you would like them."

A record is kept of the different articles pushed during the week, and of the total number of sales made by each clerk—both general sales and sales of the selected goods. The clerk who sells the largest number of the "special items" during any one week receives a small cash prize and the proprietor is authority for the statement that this plan has resulted in an extremely large percentage of "suggestion sales." "In fact," says Mr. Richards, "it has worked so well in my store that I don't see why it couldn't be tried in every retail establishment. The very fact that the clerks themselves select the items to be pushed each day gives them an interest in the plan, and the stimulus of competition is afforded by their eagerness to capture the prize each week."



Side elevation of store, warehouse and garage

COMBINED STORE, DWELLING *and* GARAGE

Suggestions for dealer who may be contemplating the erection of new store—From the plans of a Toronto dealer

NOW that times of peace are again with us many dealers are planning to erect new places of business. A reduction in the price of material and the cost of labor will mean the erection or alteration of many stores which dealers have been contemplating during the past four years.

For the dealer who wishes to erect a store combined with living apartments overhead, the plans reproduced herewith of the new building of a Toronto dealer will offer many valuable suggestions. The plans were especially prepared for the needs of a dealer with such a combination in view. In addition, a garage has been included at the rear, where a motor car can be kept.

The building has a frontage on one street of 18 ft. 9 in. and along the other one of 58 ft. Of this the store takes 30 ft. Immediately at the rear of the store is the warehouse, 18 ft. 9 in. by 18 ft. Later on this will be used for an extension to the store.

The front elevation shows the entrance to the living rooms above. According to the first plan these stairs were located immediately at the rear of the store with entrance from the side street, but as this would seriously interfere with future extensions, it was decided to take three feet from the store front and make the entrance from the front, with the result that future extensions may be made at a minimum of cost.

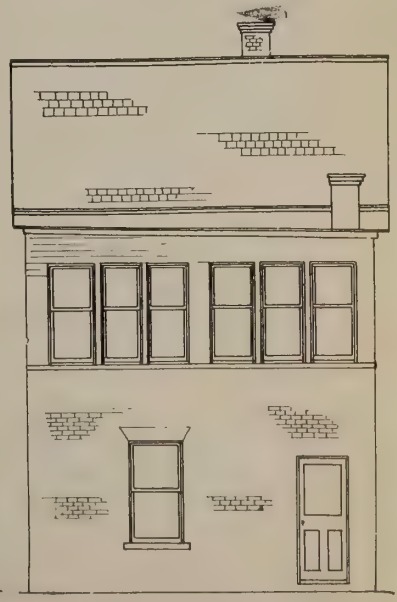
In the ground floor plan a window is shown at the east of the store facing the side street. At present a small display window has been built on the side street side of the door, but the window shown in the plan (but not in the east elevation) is a possibility for the future when extensions make more window show space a necessity.

The building throughout is substantially built of brick with all walks and approaches of concrete. Some of the specifications for the buildings are as follows:

Basement wall 18 in. x 6 in. concrete footing, mix: 1-3-4. 14 in. brick wall laid in cement mortar.



Front elevation.



Rear elevation showing sunroom.

Ground floor joists 2 in. x 12 in. hemlock at 14 in. centres.

Living floor joists, 2 in. x 10 in. hemlock at 16 in. centres.

Bedroom floor joists 2 in. x 10 in. hemlock at 16 in. centres.

Roof joists, 2 in. x 8 in. hemlock at 16 in. centres.

All studding 2 in. x 4 in. hemlock at 16 in. centres.

Roof 7/8 in. decking, 1 ply No. 14 asbestos, 4 ply tar felt, swathed with pitch, covered with clean gravel. Shingles laid 4 in. to the weather with two ply No. 14 asbestos under them.

The elevation of the floors as shown in the section elevation are as follows:

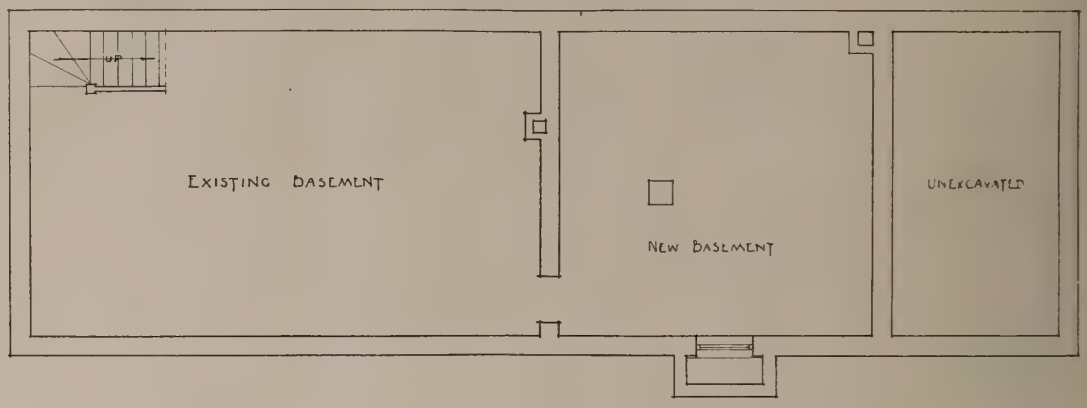
Basement: 6 ft. 6 ins.

Store: 9 ft. 3 ins.

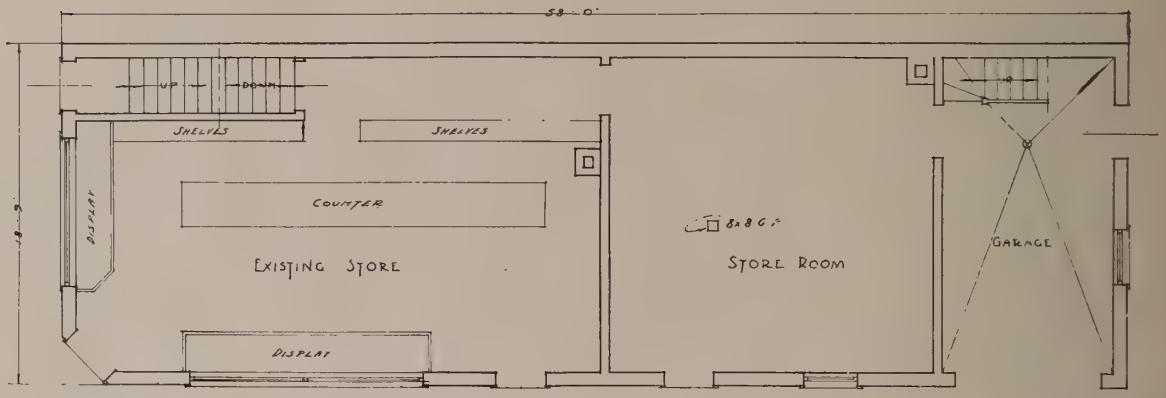
Living room: 8 ft. 3 ins.

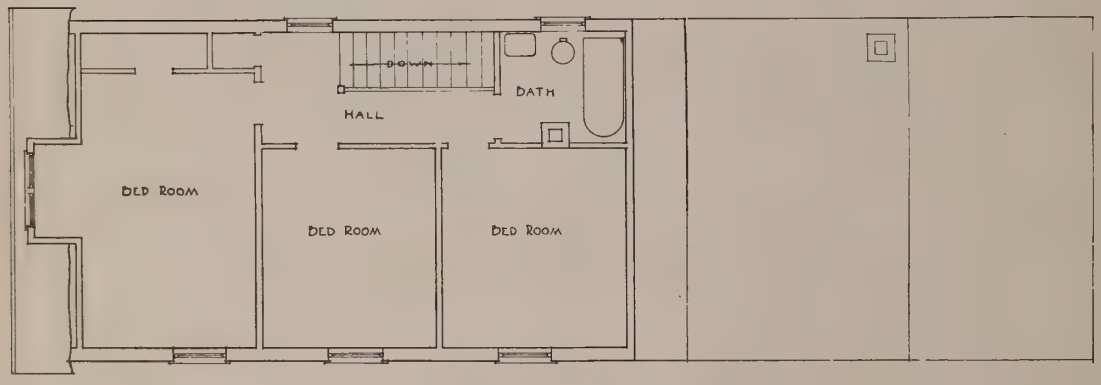
Bedroom floor: 8 ft. 3 ins.

Basement Floor

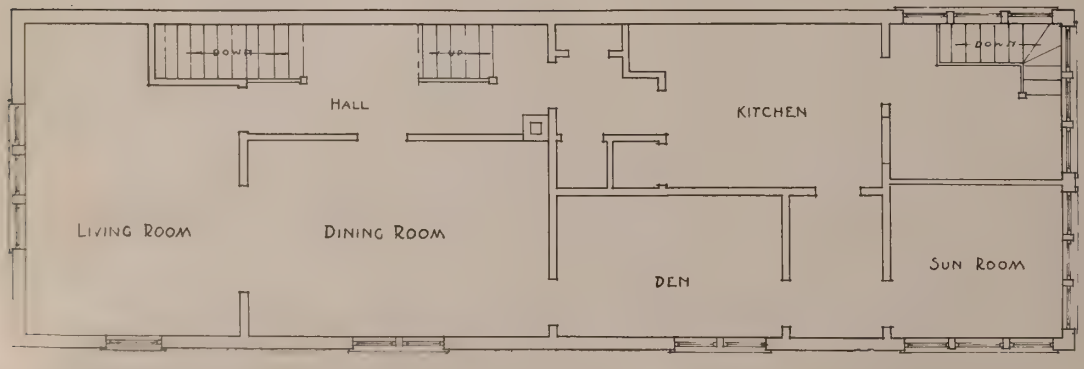


Store Warehouse and Garage Floor





Bedroom Floor



Livingroom Floor

PERCENTAGE USED TO MARK GOODS

Instructive article on figuring of profits—How dealers can easily get mixed up in figuring out correct selling price.

Written for "Canadian Furniture World" by Orin C. Frood.

AN important factor in all business enterprises, principally that of the retailer, is the marking of his goods. Statistics prove that the most frequent causes of insolvency and bankruptcy, especially where knowledge of costs is vague and inaccurate and competition is keen, result from haphazard price marking. The price at which any commodity is sold must cover the cost of production when delivered to the customer, plus a fair profit; many external factors enter to complicate the problem of marking goods, such as credit conditions, business customs, etc., and it is essential that every merchant has some basic principle to work upon inasmuch as his average cost of doing business is concerned.

Frequently Misunderstood.

Even though costs are accurately determined, the method of arriving at the selling price is most frequently misunderstood. Invariably it is more advantageous to work in terms of percentages rather than dollars and cents, but when this is done the merchant should be sure that the meaning of percentage is fully comprehended. How many merchants who engage in the retail business succeed? The average is so small that the fingers on one's hand could represent it, and why? Without doubt this great proportion of failures is due to ignorance on the part of the participants of capital requirements and principally of the correct methods of calculating profits on their available investment.

The average merchant overlooks the real cost of conducting a business through failing to possess more than a vague comprehension of the more intangible elements of cost, such as depreciation and so on. Ordinary items of expense, such as light, wages, insurance, etc., are accounted for in a fairly accurate manner, but not those of a more indefinite character, such as unavoidable depreciation of fixtures, stock, buildings, etc., bad debts, losses caused by overbuying or through the dishonesty of employees.

A large percentage of merchants persist in adopting the erroneous policy of calculating profits on cost instead of selling price. He understates his cost of doing business. A policy which is in itself wrong is aggravated by understating the costs upon which the profits are figured. Merchants are inclined to neglect to add to the invoice cost of goods a proper amount to cover delivery, storage, expenses, etc.

Ordinarily, having established his cost at a figure below that at which a more discerning judgment would have placed it he proceeds to find the selling price which will give him the desired percentage of profit.

Figuring on Two Different Standards.

Assuming that the true cost of an article is $20, and that the merchant decided to sell it at $25, that is an increase of 25 per cent. on the cost price, but only 20 per cent on the selling price. If the merchant reckons his operating expenses as a percentage of gross sales (which is customary) while he figures his percentage of profits on the basis of the cost of the goods, he is working from two different standards, with financial difficulties the probable result.

Thus, if examination shows that the expenses of operation amount to 20 per cent. of sales and the merchant concludes that a net profit of 5 per cent will be satisfactory he proceeds to mark up his goods 25 per cent above cost and eventually he will be surprised to find that his profits are nil. What is the result? He discovers that 25 per cent of $1.00 is only 20 per cent of $1.25, the selling price, which is barely sufficient to cover operating costs, or it may be illustrated further as follows:

An article costs $20, which he sells for $25. His operating expenses are 20 per cent of gross sales. His profit therefore is nil.

What should the selling price of this commodity be to make a net profit of 10 per cent., operating expenses being 20 per cent.

Solution.

100—(20 plus 10)—70

20.00 divided by 70, equals $28.57, selling price.

Problems of a similar character can be solved by the following simple rule:

"To the operating expenses add the net profit desired, both expressed in percentage figures, deduct the same from 100 per cent. and divide the cost of the article by the difference."

The common error is the failure to distinguish the selling price as the proper basis upon which to figure all percentages of expense or profit, or an attempt is made to work

DIFFERENCE BETWEEN PERCENTAGE ON COST AND PERCENTAGE ON SELLING PRICE.

Mr. T. A. Fernley, in his booklet entitled "The Right Way to Figure Profits," offers an illustration of this point, which is of considerable interest. He says:

"A large departmental store changed hands; the goods in stock to cover freight and other charges, were marked up 10 per cent. They were to be sold at actual cost, but for convenience sake were invoiced as marked. The inventory having been completed nothing remained to be done but take off the 10 per cent. that had been added.

"The parties to the sale accordingly approached the accountant having the matter in charge, with a request that this be done. The man of figures set about making an elaborate calculation with this object in view, when he was questioned by the seller as to what he was doing.

"Reducing the goods to cost," he answered.

"Nonsense, just take off 10 per cent.," said the seller.

"Do you want it done that way," asked the accountant.

"Why not," asked the merchant.

"Well, just add 10 per cent. to a dollar and from the amount thus obtained deduct 10 per cent, and see if your have your original dollar left.

The merchant saw the point at once and said no more to the man of figures and a serious loss was thus averted, which would have occurred owing to a little lack of knowledge of percentages.

from the basis of sales and of costs. What are the specific advantages of employing sales rather than costs as a basis upon which to figure the various percentages of expenses, profits, etc. The importance of the selling price figure as a statistical basis in business finance is certainly a much neglected factor. It must be admitted that no other single item bears such a significant relationship to the various activities of any enterprise, as a basis for the solution of so many problems. All other functions and activities depend upon the amount of sales, should sales be of a satisfactory volume. With a large margin of income over expenditure the goal of all activities is reached. Volume of sales is the most important factor of a business. As a consequence the amount of sales is made the basis of various calculations. Salesmen's salaries are figured on selling price. General expenses are figured on selling price. Why then, should a merchant consider profit as a percentage of costs when expenses are considered as a percentage of selling price. All taxes are based on sales, never on costs. Profit is realized on that which is sold, not on that which has been purchased for future sales. Allowances to customers are always made on the basis of the selling price.

If the selling price is definitely fixed by the competitive character of the open market it cannot be varied to suit the fancy of the merchant, except under unusual conditions, as when an attempt is made to undersell the market. However, this does not remove the necessity of having a correct understanding of the difference between percentage of profit figured on cost and one figured on sales.

To illustrate:

An Educative Example.

Assume that a retailer finds that the cost of doing business is 10 per cent of net sales. He wishes to learn if he can make a net profit of 10 per cent. on a given commodity and sell at market price. He reasons as follows: The cost of the article is $2.00. To this he must add 10 per cent. plus 10 per cent. to cover cost of doing business and provide the desired profit. To $2.00 he adds 25 per cent, 50 cents, which gives $2.50 as the selling price. One can easily see the error into which the merchant has fallen. He knows that the cost of doing business is 15 per cent. of net sales. but 15 per cent of $2.50, or 38 cents, deducted from $2.50 leaves only $2.12 to cover the costs and provide the net profit. The excess of 12 cents above cost by no means provides the merchant a profit of 10 per cent., not even on cost, resulting from, of course, failure to ascertain the correct basis to figure percentages.

It follows that the only sure path to a safe and honorable existence is an accurate knowledge of costs and what is equally important the ability to figure profits thereon in terms of selling prices. The merchant who uses percentage figures carelessly may easily deceive himself as to his profits.

COMPILING AND USING MAILING LISTS

Offsetting competition of catalogue houses by adopting their methods— Getting and keeping in touch with customers

FROM time to time inquiries are made by retailers asking for suggestions as to ways and means of compiling mailing lists, as well as the best method of keeping the same in working condition once it is procured.

Advertising men agree pretty well that direct advertising is one of the most remunerative and productive forms of "selling copy." The direct appeal which is possible when direct copy is used is very strong. It gives the touch of individualism which is of necessity lacking in newspaper and other general copy. In order to use this direct advertising a mailing list is needed. That is obvious. The mailing list should have certain qualities which will be touched upon later.

The importance of such a comprehensive list of both present and desired customers of a store cannot be too strongly emphasized. One of the large retail mail order houses not many months ago offered and paid five cents a name for all new names furnished them. In fact, the growth of this type of merchandising is due entirely to the use of a complete mailing list. Of course, advertising, prices, playing up merchandise values and a host of other factors have entered in. Yet, fundamentally, the mailing list is at the bottom of their success because without the mailing list their superstructure could not have been built.

A few years ago one of the leading monthly magazines wished to undertake an extensive direct subscription campaign through the use of sample copies and personal letters. In order to obtain the names of the persons to whom these were to be sent, they offered ten cents a name to persons furnishing them with mailing lists. These two examples are cited merely to show the importance which attaches to a complete mailing list in the minds of others. Is there any doubt of the need of each individual merchant having a thoroughly complete list of the people whose patronage he wishes?

The first question which naturally arises is that of how to obtain such a list. Many methods suggest themselves. First may be mentioned the present customers of the store. From the sales records it is easy to make up a list of these. Unfortunately, however, this list when completed will not contain the names of many residents in and around your town whose patronage is desired. To obtain these other access may be had to the tax lists of the country, to telephone directories, and to rural route lists.

A study of the first named list will give no small amount of valuable information regarding the financial standing of these people, through the revelation of their taxable property worth. The telephone directory will give names, but not addresses. The rural route list furnish both names and addresses. Unfortunately again rural carriers and postmasters are not permitted to give out these lists. This is an easily surmountable difficulty. Get in touch with some person on each route which you wish to cover, and who is familiar with conditions. Have such a person furnish you with a list of

the residents on his particular route. A present of cigars or a box of candy, as the person furnishing the list chances to be either the masculine or feminine sex, will repay him or her for the time and trouble.

Having the names of the heads of families thus obtained, there are certain other bits of information which should be incorporated. Before giving this attention it may be well to consider an efficient method of taking care of this list that it may be readily accessible when needed. Some retailers keep these lists, differentiated as to post office addresses, on long, narrow slips of paper. This is good so far as it goes, but there are many disadvantages to such a method. The best method in my estimation is through the use of card indexes with individual cards for each person whose name appears. These are comparatively inexpensive, a card cabinet holding 600 cards costing only in the neighborhood of $1.50 while the cards cost about the same amount per thousand.

This is easily the most convenient method. It gives each name by itself with sufficient space for the jotting down of certain desirable data relative to the party. It also affords a simple and effectual way of keeping the list up to date, inasmuch as, when a certain resident moves out of the community, all that is necessary is to turn to the proper place in the box, remove the card and tear it up, substituting therefor a new card bearing the name of the new owner or renter of the property.

In general, I believe that every store should have several lists, covering the same names possibly but giving entirely different kinds of information. These are very valuable in taking care of special kinds of merchandise which it is desired to feature or close out at any time. Also these are easily used for taking care of prospects for future sales in any special department or departments.

Assuming, however, that for some reason it is desired to have merely one general mailing list, there are certain definite kinds of information which should be revealed thereby. In such cases it would be well to have spaces on the cards for the name of the head of the family, his occupation, his residence and post office address. Inasmuch as his occupation will naturally make a difference in the lines of merchandise in which he is likely to be interested, and inasmuch further as his residence may be in a certain township and his postoffice address, through rural route line-ups, be different from the one which would be naturally presupposed, this information is desirable.

Next comes the matter of his family with proper spaces for the number of sons and daughters with their ages, either known or approximated. This information again is valuable as occasions arise every little while where the possession of this data will be mighty convenient when there are new arrivals in certain lines of goods, or short lots to dispose of, and which, through the use of a personal letter, can be quickly and profitably moved. Whether the party in question is an owner or a renter of his farm or his town property is often a matter of desirable knowledge. Hence it should be noted on the card.

Inasmuch as the majority of stores do business on a mixed cash and credit basis a line on the credit desirability of the person in question is desirable. If he is one of your regular customers you know his credit standing. If, on the contrary, he is one of the prospective customers whom you are angling for, it is possible through judicious inquiry among bankers, neighbors, and others to obtain the necessary bit of knowledge.

Lastly comes the matter of lines in which he is interested. For example, if he is a farmer and you handle paint, sewing machines, cream separators, washing machines, binding twine, harness, or any one of many other commodities, a note on the proper place on this card will advise you that advertising matter covering some of these various lines will be well placed when sent to him.

This idea may be carried out in numerous ways and this particular bit of information carried by each card in your filing system will in the aggregate give you material which will be of great benefit to you in the mailing of your advertising matter and will, at the same time, save you postage inasmuch as you will be enabled to cull out at each mailing names of those persons to whom this particular matter would not appeal.

Finally comes a small space for certain miscellaneous data which is desirable.

The cost of such a system is very slight while the benefits to the retailer who wishes to make his advertising appropriation register "bullseye shots" are most pronounced. A little care and effort is all that is needed to compile the list in the first place. Still less care and effort is required to keep the list thoroughly up-to-date.

Such a list is a necessity for every store, and it should be supplemented with special lists. In view of the small cost of installing a mailing list in this card index way, and the many sales possibilities which open to the merchant through the possession and use of supplementary special lists, to say nothing of the aid given in purchasing of stocks for the store, the average retailer can hardly do better than in gathering and compiling such lists.

MAKE SUMMER SHOPPING PLEASANT.

IF you want to build big summer sales—if you want more customers to personally visit your store for the selection of their wants, you must make the store pleasant for them to shop in. A cool, comfortable store not only brings the customers in, and brings them back again, but a customer always buys more in a store of this character. Coming in from a hot, depressing atmosphere to a store that is cool in temperature and appearance, puts a customer in a good buying humor, and sales are likely to be larger than they otherwise would be.

Provide good awnings that will properly protect the store from the glaring rays of the sun. Have a cooler of water and a chair where the tired customer may rest. Electric fans are desirable to keep the air cool and fresh. Foliage and flowers will be found helpful in giving the store a cool appearance. Keep the store free from flies.

KNOBS *of* NEWS

Le Phonographs Pathe have been registered at Montreal.

The Egan Phonograph Co. has been registered at Toronto.

The Continental Upholstering Co. has been registered at Montreal.

The West Upholstering & Furniture Co., Toronto, has been registered.

Bourgette & Woods, phonograph dealers, Montreal, have been registered.

The Hoover Vacuum Cleaner Co., is erecting a Canadian plant at Hamilton.

The National Home Furnishers, Ltd., is a new concern opening at Edmonton.

Palm-O-Phone, dealers in gramophones, etc., Montreal, have been registered.

The Brunswick-Balke-Collender Co. are building a 98x40 ft. storage and shipping room.

Fire did $25,000 damage to C. L. March's mattress factory at St. Johns, Nfld., recently.

The Province Furniture Mfg. Co., Ltd., Vancouver, has been incorporated with a capital of $12,000.

The Masterola Co., Ltd., Winnipeg, with a capital of $10,000, has been incorporated to deal in phonographs.

The Sewing Machine & Electrical Supply Co., Ltd., with a $20,000 capital, has been incorporated at Montreal.

The Melotone Mfg. Co., Ltd., Winnipeg, has been incorporated to deal in phonographs, etc. Capital, $5,000.

Joseph C. Gale, vice-president of the Adams-Elting Co., Chicago and Toronto, died recently at his home in Chicago.

Echange Mont Royal, dealers in gramophones, etc., Montreal, have dissolved and reorganized under the same name.

A. E. Ball's upholstering shop on Bloor Street, Toronto, was damaged to the extent of $600 last month through fire.

The Provincial Machine Co., St. Thomas, Ont., has been incorporated to make phonographs and talking machine accessories.

W. H. Duffy Sons, Ltd., Hillsboro, N.B., has been incorporated with a capital of $75,000, to manufacture and deal in furniture and house furnishings.

Prattephone, Limitee, St. Jerome, Que., with a capital of $49,000, has been incorporated to make and deal in gramophones, pianos and other musical instruments.

The furniture store, residence and stables of Colin McMillan at Dromore, Ont., were completely destroyed by fire recently. The fire is supposed to have started from children playing with matches.

Midland (Ont.) Woodworkers, Ltd., have been authorized by Ontario charter to do business in the Province with a capital not exceeding $366,000. A. H. Vanderburgh, Toronto, has been appointed attorney for the company.

THE LUMBER SITUATION.

Canada is so short of lumber that comparatively green stock is coming on the market. The mills are advertising that they "still have some of the 1916 cut," but that the 1919 cut will help out considerably. The demand for lumber is greater than ever, and consequently stocks are smaller and prices still advancing. It is repeatedly said that all stocks will be exhausted by the end of the year. On this account preparations are already under way to start cutting earlier than customary. In British Columbia the mills, which were closed down owing to labor disturbances, are now in full swing again and making shipments to the east, south and overseas. Stocks in British Columbia, like those of Ontario, are very low, and the mills have orders which will require a long time to fill.—Toronto Globe.

PRESTON CHAIR FACTORY SOLD.

The Preston Chair Company's plant at Preston, Ont., has been sold to the Canada Last Co., of Toronto. The chair company, which went into liquidation some time since, surrendered its factory to the town and the municipality has now sold to the Last company for $21,000.

KITCHEN CABINETS IN ENGLAND.

"What looks like a splendid opportunity to develop trade in kitchen cabinets comes across from England in a consular report on the housing reforms advocated by the women's housing subcommittee of the Ministry of Reconstruction's Advisory Council," says an exchange. Among the findings in the report of this committee appears the following: "The kitchen cabinet used universally in America has much to recommend it." This ought to furnish good working material for the boosters in the kitchen cabinet trade.

FURNITURE WANTED.

Harrod's big department store in London, Eng., has appealed to the trade papers of Britain for a variety of merchandise for their various stores. For their Belgian wholesale department, they want go-carts and office furniture, and for their London, Buenos Ayres and South American stores they want wooden beds, bedroom furniture, sewing machines, wicker furniture and some other general lines. The company have opened an office at 225 Fifth Avenue, New York.

NO REST FOR THE WICKED.

Afraid to breathe, almost, E—— B——, the returned reveller from the Hamilton picnic, crept quietly into his bedchamber as the gray dawn was breaking, next day. Sitting on the edge of the bed, he cautiously undid his boots. But, with all his care, his wife stirred in bed, and he presently was all too well aware of a pair of sleepy eyes regarding him over the edge of the sheet.

"Why, Ed.," yawned the little woman, "how early you are this morning!"

"Yes, my dear," replied Ed., stifling a groan, "I've got to go to Hamilton for the firm to-day."

And replacing his footgear the wretched man dragged his aching limbs again into the cold and heartless streets.

Canadian Furniture World

TORONTO AUGUST 1919 CANADA

A THRIFT REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,

THE COMMERCIAL PRESS, LIMITED.

32 Colborne Street, Toronto.

Getting the Price.

Everyone who has occasion to sell goods should recognize the fact that he is not a salesman until he can sell goods at a profit to himself or his employer and selling goods at a profit does not ordinarily consist of selling them at any price above cost. Every merchant has expenses consisting of rent, light, heat, cartage, clerk hire, postage, etc., etc., which must be added to the cost of his goods in order to arrive at the real cost at the time of delivery to the customer and the sale to be profitable must be at a figure above the cost.

There is another fact which should be recognized by everyone who has occasion to sell goods, and that is that it takes a high-grade salesman to sell high-grade goods profitably, and it should be every salesman's ambition to be a high-grade salesman. No one has exclusive right to the use of any words in the English language. Therefore, an unscrupulous salesman can paint as brilliant a word picture of inferior goods as a high-grade salesman can of high-grade goods. But, what is the result? A customer finds they are not as represented, and if there is not an actual come-back in the way of claims from the merchant, there is a loss of reputation which he can ill afford to stand, for it means loss of business and loss of prestige.

Spruced up by New Store

It has been said that competition is the life of trade. It has proved so in a recent instance where a dealer has had a new store open up in his district. Previous to its advent he was doing a fair trade, but it was an old settled trade that just drifted his way in the usual course of affairs. He made little effort to extend his range. In fact, he was generally lacking in aggressiveness. He had got into the habit of travelling at a certain gait and had not had anything to jar him out of it.

The coming of the new store accomplished this, however. He began to have fears of holding his old settled trade. He began to spruce things up, giving more attention to window and interior display and a little better service to customers. His new competitor began to display marked aggressiveness and he caught something of the same spirit. Instead of the smaller volume of business he had expected, his trade showed an increase. The truth of the matter was, he awakened customers who had previously not dealt with him to the fact that he was on the job and able to serve them just as efficiently as the more distant store they had been dealing with. The efforts of the two stores attracted more shoppers to the district than ever before and made of it a greater shopping centre—a place where people made a practice of coming to when they wanted to buy.

The lesson to be learned is that the dealer is frequently neglecting his opportunities. This man had the chance to increase his trade easier and to a greater extent before this new competitor entered the field. He did not show the necessary aggressiveness however—probably did not realize just what was possible.

Think over your own situation. It is just possible that you can cultivate your own field to better advantage. Do it before competition comes along. That is one way to keep that competition away.

Winter Motor Delivery.

With the temperature mounting steadily upward, it hardly seems an appropriate time to be talking about winter delivery. However, there are not a few merchants at this time considering the matter of purchasing a motor car for delivery, but who are probably demurring because for a portion of the winter at least, they are unable to use a motor car for delivery because of the snow.

The method of solving this problem followed by one dealer may probably prove a solution of it for some other dealers too. This merchant secured the services of a horse free during the winter months in return for keeping it. The owner used it during the summer and fall, but in the winter it was nothing but an expense to him, and he was glad to make such an arrangement. The dealer was saved the investment in a horse, and the care and expense of it during the summer when he used his truck, and yet was enabled to keep up deliveries during the winter at small cost. Other dealers may find someone similarly situated in their own district with whom such arrangements might be made.

If there is a delivery company in your community, their services may be secured at times when a motor car cannot be used. If there is not such a company, arrangements may be made with a local livery man. The livery business is generally slack in the winter and the owner will be glad to get a little revenue out of his idle horses.

There may be a dealer in another line of business in your district who has a horse for delivering but has not enough business to keep the horse busy. He would probably be glad to handle your deliveries at a reasonable figure when your car is put out of commission by weather or other conditions.

Talking Machines in the Furniture Store

ADVERTISING TALKING MACHINE BUSINESS

Small and large dealers can benefit from proper expenditure—Successful advertising means successful business

JOSEPH H. MOOREHOUSE in an article published in Talking Machine World some time ago, took up the matter of successful advertising for the retail dealer, and he made many strong points. Among his arguments were these:

There is so much written and spoken on the subject of advertising that the retail talking machine dealer who really wants to go about the advertising of his business in an effective and result-producing manner is somewhat at a loss as to how to begin and, after beginning, how to stay within the limits of safety in setting aside and spending, or rather, investing, his advertising appropriation.

Some of the advertising authorities have advocated the setting aside of a sum representing as low as 2 per cent. of the year's gross business for advertising. Others have advocated 5, 10 and even 20 per cent., and John Wanamaker, the merchant prince, is credited with the statement that if he had $25 to begin business with he would spend $20 of it in advertising.

All this naturally appears very confusing to the average retail dealer who is unable to retain and pay for expert advertising advice, but if he wants to get the real value for his money and at the same time be conservative he will realize the fact that much of what is written about advertising is based upon generalities, and that his advertising problems rest largely upon the local conditions he is called upon to meet, the prominence of the papers in his locality and the amount of publicity a specified sum will buy.

There is little that is haphazard about present-day advertising in the matter of selecting mediums, deciding upon space and, in fact, mapping out an entire campaign though it cannot be denied that there is and always will be considerable uncertainty regarding the effect of certain kinds of copy. The main fact to be considered is that advertising should be a fixed factor in the business—an investment that is in every way as essential as rent and, in fact, a trifle more essential.

The dealer should first consider the mediums, in other words the daily and weekly newspapers that cover the territory in which he operates, and then secure reliable information regarding rates, circulation and other factors. In this work the honest solicitor for the local newspaper, if he knows his business, should prove of material assistance for he can map out a tentative campaign for the dealer, which, while including his own paper, will also make use of other mediums that cover the same field at different times, in different ways, or reach a different class of people.

The average dealer with only a small appropriation for advertising is frequently discouraged by the fact that some of his larger competitors can use advertising space that is beyond his means, but he is prone to forget that small space used consistently and with the proper kind of copy is as effective in the long run as pages and half pages used intermittently. The old story to the effect that the constant dropping of water will wear away the hardest stone was never better illustrated than in the case of advertising.

In the great majority of papers the advertisers can contract for a substantial amount of space at a surprising reduction from the one time rate or can contract for the appearance of a ten or twenty-line advertisement to appear daily, semi-weekly or weekly for the year, the rate of the daily insertion being, naturally, much lower. Space bought on this basis is generally known as a "rate maker" and gives the advertiser the privilege of increasing his space for any single issue at the same rate per line paid for the regular advertise-



One of the best means of advertising for the man who feels he cannot afford newspaper publicity is the window, consistently and persistently cultivated, it will bring results.

ment. This method has the advantage of giving the advertiser a special long-time low rate for single spreads of particular announcements and at the same time keeps his name before the readers of the paper every day when he has no special advertisement to run.

The dealer who really gives earnest attention to his advertisement can, by the selection and arrangement of his copy cause even a comparatively small announcement to stand out from a page of advertisements and attract attention. The ability to select attractive type and border and lay-out the display properly and attractively is as great an asset to the business of the dealer as his ability to close a hard sale.

It is the dealer who has something to say and says it who finds that advertising pays and not the man who is content with the time-worn copy. "John Smith, fine talking machines, 12 Blank Street, Jonesville." The latter almost throws his money away, for the local directory will give the same information without cost to those who are looking for a talking machine. If such copy is run daily or weekly year in and year out it may possibly impress some constant readers with the fact that Smith handles talking machines, but that is about all.

Talking machine or piano advertising, like all other kinds of publicity, is, or should be, simply a selling talk and should be developed on that basis. The language should be good, the arguments forceful and convincing and every effort made to put in the paper as attractively as possible just what a salesman would be expected to say to the prospective customer who made a personal call at the wareroom. The dealer who tells his reader through his advertisement just what he would expect to tell the same reader were he to meet him face to face in the store, will find that his advertisements will attract more profitable attention than when any other system is used.

There are two factors that make for value in advertising and they are price and name with the price keeping a trifle to the front. There are some talking machines, the names of which are so well known that the mention of the fact that the dealer is the agent for the line will interest the readers. Others, however, are interesting to newspaper readers only from the viewpoint of price, and in such cases prices should be made the basis of the printed selling talk.

Facts about the tone and the various structural features may be presented in an untechnical manner and serve to impress the reader with the qualities of the instruments offered even though he may not fully appreciate the significance of the various features.

An advertising campaign based on the system of selling and with the facts about the instruments told frankly is bound to prove a success if followed out consistently and intelligently. Good copy, attractive but dignified display and persistence are the elements that count.

TALKING MACHINES IN THE MOVIES.

It may interest dealers to know that in some cities the managers of moving picture theatres which boast of orchestral organs have pleased their audiences by supplementing this music with that of a talking machine. By this means prominent singers are heard accompanied by the organ, and the combination has aroused a great deal of comment of a most favorable nature. In fact, it has given many of these houses a metropolitan atmosphere, musically speaking.

The success attained by the combination of the talking machine record and the pipe organ centres very largely, of course, on the skill and musical comprehension of the organist, but, judging from the commendatory remarks, the scheme is one that is bound to grow throughout the country. Dealers should make it a point to visit their local moving picture theatres and suggest to the managers that they would give this plan of entertaining their audiences a tryout. It would mean not only the sale of a talking machine, but the sale of records once or twice each week to insure variety in the musical program. Apart from this it would demonstrate the musical and educational merits of the talking machine and help to uplift the musical taste and knowledge of the community.

FIRE AT MARSHALL MATTRESS PLANT

Fire which broke out on the top floor of the Marshall Ventilated Mattress Co.'s factory on West Market Street, Toronto, did $17,000 damage on July 28. The employees were preparing to leave after the day's work when fire was noticed near the sewing machines on the fifth floor. An alarm was sounded and when the fire department responded smoke was pouring from the building. Tarpaulins were spread over the stock on the floor below to save it from the water falling through. All the employees got safely out. The building was insured.

It is the intention of the Marshall Company to immediately start another plant for the manufacture of their high-grade felt, and devote the present plant to mattresses and cushions exclusively.

The present plant is now being remodelled from top to bottom and the latest devices, from a sanitary standpoint for the manufacture of cushions and mattresses, are being installed. Fortunately the imported machinery used in making the springs was all saved, so that very little time will be lost. The plant had been working two shifts owing to the rush of orders on hand.

Mr. Geo. A. Conlan states that the Marshall Ventilated Mattress Company will be in a position to take orders in one week's time and will make deliveries as early as possible.

R.M.A.'s WESTERN RETAILER.

The Retailer, the organ of the R.M.A. in Western Canada, has been enlarged and the name changed to The Western Retailer. The paper is issued from the Saskatchewan-Alberta branch offices at Saskatoon and Secretary F. E. Raymond is responsible for most of the editorial work. In its enlarged form the paper should do well, circulating as it does among the members of the Association and business men in the two prairie provinces, its aim being to extend the R.M.A. influence in the West.

The Retailer is devoted to the interests of the retail trade, and is essentially an educational organ, seeking by means of the articles in its pages to educate the merchant in the best methods of conducting his business so that he can give the best service to his customers and make it a paying concern. It also seeks to bring about improved relations between the retailer and the manufacturer and wholesaler, so that their mutual interests may be advanced to the benefit of both.

TALKING MACHINE TRADE NOTES.

The Corona Phonograph Co., Montreal, has been incorporated as a limited liability company.

The Egan Phonograph Co. has been registered at Toronto.

Large Addition to Lloyd Manufacturing Co. Plant

The war seems to have been a good thing for the baby carriage business if the results in all factories of the nation measure up to those of the Lloyd Manufacturing Company, of Menominee, Michigan, according to reports from the Northern Michigan city.

Ground has been broken for an immense addition to the Lloyd plant and by November 1 it is hoped that the new structure will house a busy bunch of workers. The new structure will measure 400 by 100 feet with three floors. This means nearly an acre of manufacturing space on each floor or 120,000 square feet.

The new building is of reinforced concrete with steel window sills and doors. There will be no wood in the structure. It will just double the present floor space of the Lloyd Company, but with the new Lloyd method of production and the Lloyd loom, used in weaving reed or fibre fabrics, the output of the plant will be quadrupled.

This is the fourth enlargement made by the Lloyd people since their arrival in Menominee, fourteen years ago.

"Our growth has been so great that we can hardly believe it ourselves," said Mr. Lloyd, president of the firm and one of the best known machine inventors of the nation. "When we started operations in Menominee 50,000 square feet of space was much more than we needed. Now we have 120,000 square feet, and in a few weeks we will have 240,000 square feet, or nearly five times as much. Now we are turning out twenty-five times more manufactured articles than we did then. Two years ago our capital of $400,000 was ample. Now we hit the $1,000,000 mark, and our stock cannot be secured at a high premium. We used to employ 75 people. Now we have need for more than 800. I am sure that these figures indicate progress, and I am more or less proud of them."

This remarkable growth is due to the genius of Marshall B. Lloyd. His wonderful inventions for the production of reed or fibre articles and his more wonderful loom have, to a great degree, revolutionized the industry. They have, at least, brought about a revolution in the size of Mr. Lloyd's business without requiring the services of an expert Bolshevist.

The new building will be a model factory structure. The first floor rests on 126 bases placed every ten feet apart. Each base has 8,400 pounds of concrete in it. Piers will be placed between the first and second and second and third floors, ten feet apart.

It is interesting to note that 80,000 barrels of cement will be used in construction work. Each barrel weighs 376 pounds, so the total of cement alone will be 30,080,000 pounds, or 15,040 tons. There will be 80,000 cubic yards of gravel needed for concrete mixing. This means 160,000,000 pounds or 80,000 tons. Thirty gallons of water is used for every yard of concrete requiring a total "thirst" of more than 3,000,000 gallons of water for the building.

There are to be 150 windows in the factory, each one to have 65 panes of glass, or 9,750 in all. The panes are 12 by 32 inches, thus giving each window 173 1-3 square feet of glass, or a total of 26,000 square feet in all. This means more than one-half an acre of glass in the new Lloyd institution. If these panes were placed end to end they would stretch out for 4,95 miles, and if the 80,000 barrels of cement were put in the same position they would cover over 53 miles of space.

There will be no front entrance but nine others to the new building. The main entrance will remain in one of the older buildings, where the offices are to be found. They will be entirely revamped with new equipment and more room added in order to meet the growing requirements of the firm.

Four hundred electric lights on each floor, or 1,200 in all, will be arranged ten feet apart, with an illuminating power of 100 watts each. There will be 1,200 sprinkler heads for fire protection and an overhead trolley system for trucking purposes. Other features are to be added, so that the factory will be modernized in every detail. At the same time the old factory will be overhauled and improved.

EFFICIENCY

Write us for free demonstration

is the doorway to net profits. The Robertson Socket Head Wood Screw assures efficiency. Used by nearly all leading furniture manufacturers, etc.

P. L. Robertson Manufacturing Co., Limited

MILTON - ONTARIO

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade
SPECIAL ORDER WORK

Life Long Furniture Co., - - Ingersoll, Ont.

C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.

ANNUAL MEETING OF HEINEMAN CO.

The annual meeting of the stockholders of the Otto Heineman Phonograph Supply Co. Inc., was recently held in New York. The stockholders re-elected all of the present directors who re-elected the present officers of the company. It was decided to build a new factory at Newark, N.J., for the Meisselbach division of the company. The business report submitted to the stockholders indicated that 1918 was the greatest year in the history of the Otto Heineman Co.

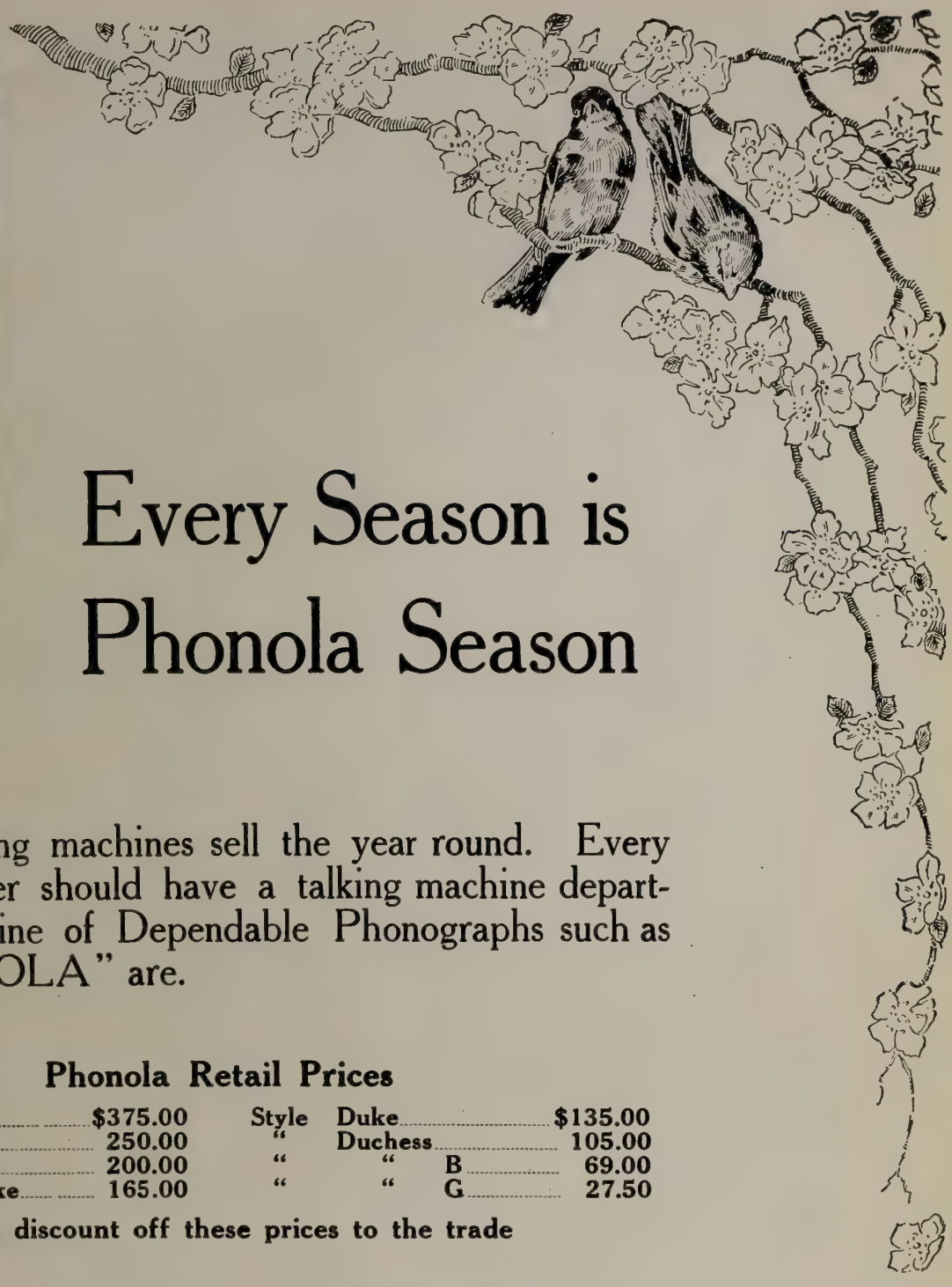
Bobby, for once, expressed great interest in the sermon. "Fancy flying machines being mentioned in the Bible!" he said.

"But are they?"

"Why, didn't the vicar say Esau sold his heirship to his brother Jacob?"—Stray Stories.



Model "Princess" $200.00



Every Season is Phonola Season

Phonola talking machines sell the year round. Every furniture dealer should have a talking machine department with a line of Dependable Phonographs such as the "PHONOLA" are.

Phonola Retail Prices

Style	Organola	$375.00	Style	Duke	$135.00
"	Prince	250.00	"	Duchess	105.00
"	Princess	200.00	"	" B	69.00
"	Grand Duke	165.00	"	" G	27.50

Usual discount off these prices to the trade

THE PHONOLA CO. *of* CANADA, Limited KITCHENER ONT.



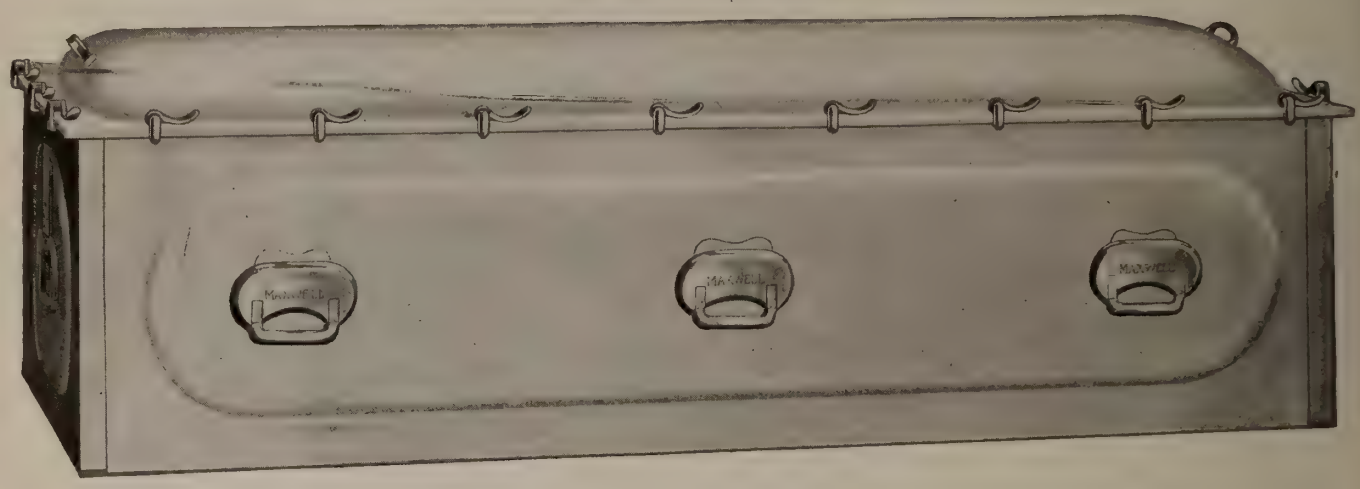
G $27.50



B $69

The Standard Vault

THE MAXWELL



Manufactured Exclusively of Copper Bearing Steel

This material is now acknowledged quite generally to be the most rust-resistant steel or iron available for the manufacture of steel vaults.

Its Superiority

authoritatively proven by recent comparative tests, has been acknowledged by the many manufacturers who have adopted it.

We were among the first. ***Many others will follow.***

We Are Pleased to Announce

that all our goods are now constructed exclusively of this material, and that recent reductions in the cost of same will enable us to do this without any advance over our regular list. Write your dealer for prices.

As we have been using Copper Bearing Steel for the past five years in our well-known and justly celebrated Copper Alloy Vault, we are now in a position to use it exclusively.

We are offering it in our Regular Aluminum and Gold Finish at our regular list price. If desired in the Copper Bronze Finish with White Enamel Interior, there will be an extra charge of three dollars for the adult sizes. Carried in stock by all leading jobbers. Write for prices.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

PUTTING ON THE FINISHING TOUCHES

The C. E. A. Convention Program is being whipped into shape—Large attendance expected—Notable addresses

THE last touches are being put to the program for the C.E.A. convention on September 2, 3 and 4. The school is ready for opening now, and when Prof. Renouard comes on August 25, he will find everything in shape for the session, which opens on the following day, August 26th. In fact some of this year's class are already in Toronto preparing to take the course, and we are rather under the impression that there should be a larger number in attendance this year than ever before, as inspectors are covering the province to see that the embalming laws are properly obeyed.

The school session will last the whole first week, and while the students will be busy with their studies there will be sufficient attractions to induce a large number to come to Toronto that first week. The Prince of Wales will spend three or four days in Toronto early in the week, and the big National Exhibition will be in full swing the whole week.

Convention week will be the first week in September, with the convention dates the 2nd, 3rd and 4th of that week. The officers have planned an energetic program, full of pep, and President Brandon will have his hands full directing the various meetings.

Prof. Renouard, who so ably conducted the school and convention lectures last year, will again be in charge. He will show some of the latest in embalming methods in his demonstrations, and his lectures will be in plain, understandable language, but he will dig right down to rock bottom principles and build up a thorough and efficient course, which no one in the profession can afford to miss

Probably our readers know Clifford G. Askin, of Indianapolis, or at least have heard of him. Well, he is coming to Toronto to deliver an address on "Better Business Methods for the Undertaker," at the C.E.A. convention in September. Wherever he has delivered this address he has been enthusiastically received.

Mr. Askin is, first of all, an undertaker and funeral director of twenty years' experience. He conducted an embalming school for several years, and he was also instructor in embalming for the University of Michigan. So he is a practical man with plenty of experience. He has discontinued his embalming school because of the increasing pressure of his business.

In the course of his experience he has worked out a large number of advanced sales, office and collection principles and methods. These are the subjects on which he talks. They have a direct appeal to every man who has to face sales, office and collection problems from day to day. Men who have heard Mr. Askin say that he presents his ideas forcefully and vividly.

Mr. Askin will give an hour's address on Wednesday morning, September 3rd, and he will also answer for fifteen minutes any practical questions the listeners may put to him. Be sure to hear him.

Two important discussions are on the way this year. It seems that at the last annual convention of the National Funeral Directors' Association of the United States held in Grand Rapids a letter was read from Prof. Dhonau, suggesting that the C.E.A. be admitted to that organization on the same status as a State association. It had always been Mr. McIntyre's idea that the National organization should be an international one, and he was questioned on the matter at the Convention, but, as he said, he had no authorization from

(Continued on page 49)



PROF. CLIFFORD G. ASKIN
who will tell the C.E.A. members something on business methods.

SASKATCHEWAN ASSOCIATION CONVENTION.

The sixth annual convention of the Saskatchewan Funeral Directors' and Embalmers' Association was held in the city of Moose Jaw, June 24 to 28. The attendance is believed to have been the greatest at any convention of undertakers ever held in the West—about sixty-one being present.

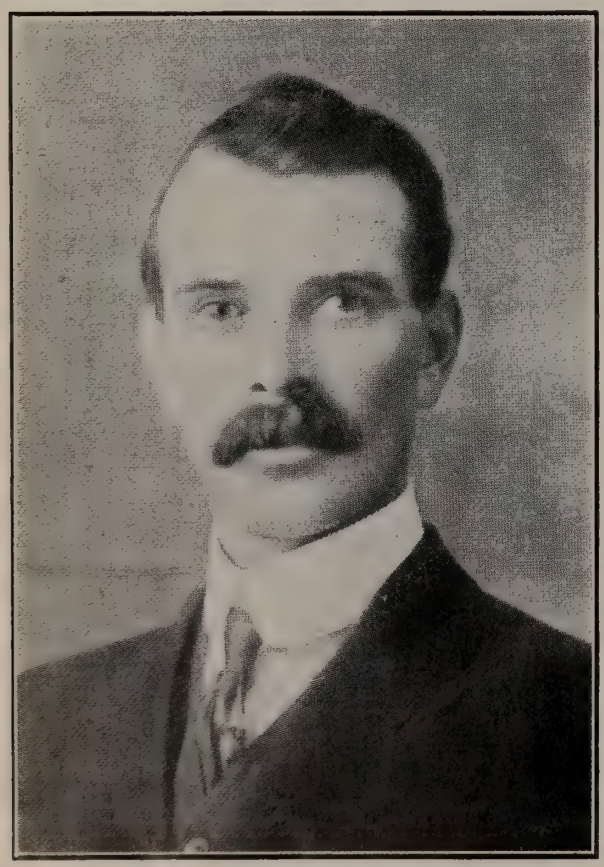
Professor R. U. Stone, on his third visit in that capacity to Saskatchewan gatherings, acted as lecturer and demonstrator, and in his usual genial manner gave absolute satisfaction to both his class and the other members of the Association. Twenty-five students wrote the examination set by the Provincial Department of Public Health, and nineteen were successful on the first count.

One afternoon was set apart for recreation, and with the financial assistance of the supply houses, the local practitioners provided a most enjoyable outing at a camping ground some twenty miles from the city, concluding with a dinner at the C.P.R. restaurant.

The reports of the activities of the Association show very encouraging progress; and the members in attendance at the convention were unanimous in their expressions of satisfaction and pleasure at the enjoyable and helpful meetings.

The next convention will be held in the city of Regina,dates and particulars of program to be announced later.

The following officers were elected for the year 1919-20: Honorary President, G. H. McKague, Saskatoon; President, W. S. Yule, Swift Current; 1st Vice-President, Charles Taylor, Rosetown; 2nd Vice-President, K. McKenzie, Moose Jaw; Sergeant-at-arms, T. G. Ross, Assiniboia; Secretary-Treasurer, James McGuirl, Moosomin.



Secretary James McGuirl, of the Saskatchewan Association.

NOTES FROM THE EAST.

Luis Brenan, St. John, N.B., recently rebuilt his establishment and has added a combination hearse and delivery of the Reo type.

Jos. C. Wray and brother are contemplating an addition to their establishment, 290 Mountain Street, Montreal, within the near future.

Snow and Company, Halifax, N.S., have added a new combination Reo motor and a master six McLaughlin to their equipment, which completes their rolling stock for this year.

Miss Annie O'Neil, St. John, N.B., who has been ill for the past few weeks is now about some and enjoys an occasional ride with her friends. We all wish her a speedy and complete recovery.

Fred Wray, 290 Mountain Street, Montreal, has another Pierce Arrow ambulance, which went into service July 1st. This conveyance is mentioned by critics as being one of the most beautiful ever built, and is complete in every detail.

Robt. J. Reid, Kingston, Ont., has added a beautiful new Reo hearse to his equipment, and also a seven-passenger master six McLaughlin; this gives Mr. Reid a most complete outfit all new, as the old motors which he replaced were disposed of at the same time.

John R. Snow, Jr., wife and two children are thoroughly enjoying their cottage this year at Lake View, which is located eighteen miles from Halifax, overlook the most beautiful country side, Halifax Harbor and Basin. In addition to being a nice drive they are convenienced with eight trains each day on the Canadian National Railway.

Patrick Fitzpatrick, St. John, N.B., is making every arrangement to attend the Toronto convention in company of Mrs. Fitzpatrick. We hope that their efforts shall materialize and that all their anticipations will be gratified, for we know that there is nothing Toronto people would rather do than to entertain visitors at the C.E.A. We hope to see your smile, Pat.

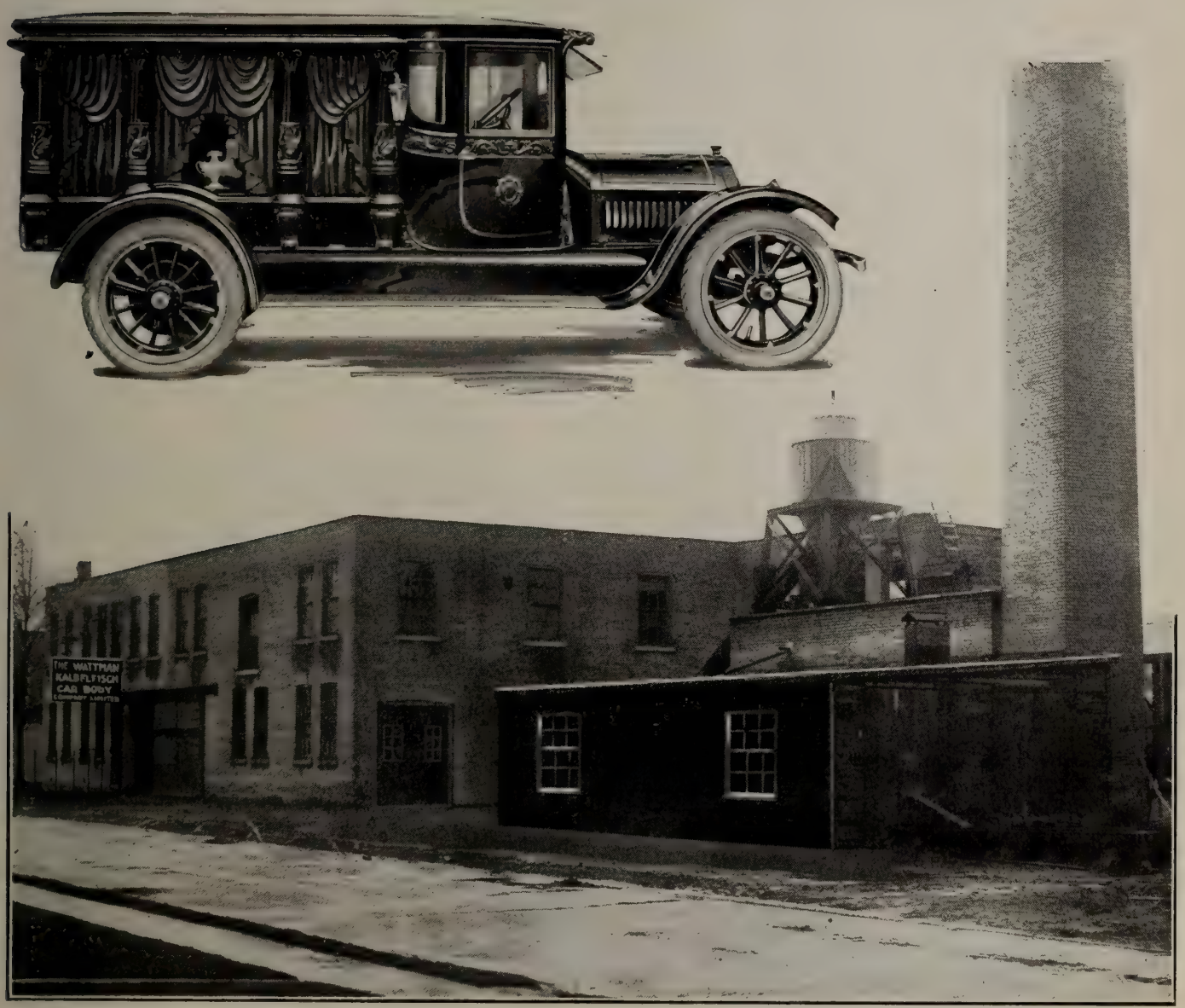
Phil Fitzpatrick, St. John, N.B., is so taken up with his new car that he forgets about Toronto weather in July. He has been known to get a poor chilled Torontonian into the rear seat of this speedy little Gray-Dort, lean up against the wheel in that old-time position, put his foot on the exhilarator and bux around the seashore for some fifty miles with the temperature about 48—at this time of year. But the most satisfaction seemed to come to him after doing this, when they had to thaw old Dr. Ferguson out after one of those arctic spins, in order that he might catch the boat to Digby the next morning.

MANY VIOLENT DEATHS IN TORONTO IN 1918.

The "tragic" deaths include: Anthrax, 1; lockjaw, 2; pellogra, 2; Addison's disease (in which the patient turns brown), 6; chronic lead poisoning, 2; suicide, 20; poisoning by food, 3; other acute poisoning, 12; conflagrations, 3; burns otherwise received, 25; absorption deleterious gases, 52; accidental drowning, 20; from firearms, 3; from falls, 44; from machine wounds, 14; from being crushed, 74; injury by animals, 8; homicide by firearms, 3; homicide, other means, 6; fractures not specified, 6; other external violence, 7. Three children are reported as having died from lack of care. The 74 deaths from crushing included 16 from railway accidents, 10 from street car accidents, 31 from automobile accidents, and 17 from other sources. The suicides included 5 by poison, 8 by asphyxia, 3 by strangulation, 2 by drowning and 2 by cutting.

FUNERAL VEHICLES

We have the largest and best-equipped plant in Canada for turning out a high grade of Funeral equipment. Your requirements will receive our prompt attention whether they be for Hearses, Ambulances, Sedans, or Service Wagons.



Quality and beauty of design are outstanding features of our product. You will find that WATTMAN-KALBFLEISCH VEHICLES will render you long and faithful service.

Get in touch with us to-day for prices.

THE WATTMAN-KALBFLEISCH CAR BODY COMPANY LIMITED

140 MILTON STREET, STRATFORD, ONTARIO.

Officers Elected in Western Association



Group of convention delegates at picnic.

The fifteenth annual convention of the Western Canada Funeral Directors' and Embalmers' Association was held at Manitoba Medical College, July 2, 3 and 4, and was a great success. A preliminary account of the convention was published in our last issue, and we are enabled to publish some views in this number.

A most interesting and instructive meeting was held, the lectures and extensive demonstrations on the cadaver under the charge of Prof. W. P. Hohenschuh, were very helpful.

The officers elected for 1919-20 were: Hon. President, A. Broadfoot, Moose Jaw; President, A. S. Murdal, Winnipeg; 1st Vice-President, J. Kerr, Winnipeg; 2nd Vice-President, B. Grant, Boissevain; Secretary-Treasurer, A. R. Gardener, Winnipeg; Sergeant-at-arms, J. R. Burland, Rapid City; Auditors, S. R. Rott, Emerson, and W. R. Orr, Portage La Prairie.

On Friday a most enjoyable outing was given by the local supply houses, which was immensely enjoyed by a large number of delegates and friends. The delegates took the steamer, "J. M. Smith" to Kenora Park, where sports, races and games, were indulged in, supper being served on the boat on the return trip. Valuable prizes were donated and the races were well patronized. A fast ball game was played off between the Funeral Directors and Supply Houses, resulting in a win for the Funeral Directors.

THIS IS SOME TRAVELING.

Doc. Ferguson is doing some tall hustling these days. The fellow who had a job shooting at the tin roof prowlers wasn't one, two, three, in his cat chasing capacity, nor his quick qualities when it comes to Doc. making Eastern Canada this year.

He left Toronto on July 14th for Montreal, where he worked a week, Mrs. Ferguson became so overheated with the abominable suffocation there on Peace day that she wouldn't take a chance on going the rest of the way.

Doc. made St. John on the 25th and then took a steamer to Digby, N.S., where he visited Fred Rice; train to Windsor to see Mr. Lohmis and arrived in Halifax about 7 p.m. Saturday evening, 25 minutes late.

The rest of his itinerary includes Cape Breton, Quebec City, Sherbrooke, Ottawa, Peterboro and Lindsay, and Detroit for the big convention, August 13, 14 and 15. That's goin' some.

The annual meeting and convention of the British Undertakers' Association this year took place at Matlock, England, on July 8, 9, 10 and 11. Secretary James R. Hurry of the organization issued an invitation to the C.S.A. and to all funeral directors serving with the overseas forces to be present.



Winners in old men's race—1, A. S. Bardal; 2, F. Blankstein; 3, F. Davis. Winnipeg picnic.



Funeral Directors' baseball team, which beat the Supply Houses' nine at Winnipeg picnic.



Start of the old men's race (90 years and over). Winnipeg picnic.

The Big Four

The Peace Treaty Manipulators, known as "THE BIG FOUR," having ceased their labor, we now introduce to the Funeral Directors of Canada

DOMINION SERVICE BIG FOUR

"SPHINX" Funeral Directors have longed for years for a disinfectant that completely does away with all kinds of odors in a few minutes, and one that keeps such odor effectually suppressed. "SPHINX"—the odorless deodorizer—is positively guaranteed to kill any odors. Simply apply "SPHINX" (which is done up in quart and gallon packages) with an atomizer, and if it fails, or you are not satisfied, your money back for the asking.

"SOLVOL" A new discovery, having a TWO-FOLD effect. "SOLVOL" is to wash out the capillaries, cleansing out all the discolored blood, thereby overcoming that objectionable putty color which so many times has tried your patience; and "SOLVOL" also restores that life-like expression, making the skin soft and a natural, peachy lustre, which has so long been the dream of the embalmer. After using "SOLVOL" we suggest the use of "NUBIAN" or "SACCARA" Embalming Fluids.

"NUBIAN" Do not hesitate in using "NUBIAN" Embalming Fluid. It is compounded from the formula of an expert chemist, has been tried and tested, and we absolutely guarantee "NUBIAN" to satisfy the best embalmer's expectations. Any hot-weather problem will not worry you, for "NUBIAN" has wonderful preservation and disinfecting powers. Use it—we guarantee it.

"SACCARA" has been on the market for some time, and has more than stood the test, therefore we are in a position to guarantee "SACCARA." "SACCARA" Embalming Fluid always produces a life-like appearance, free from the cold rigidity which betrays an inferior art and inferior materials. "SACCARA" contains no mineral or poisonous substances, is not injurious to the embalmer—and is guaranteed.

EVERY ARTICLE ABSOLUTELY GUARANTEED BY

Dominion Manufacturers, Limited Head Office and Showroom: 109 Niagara St., Toronto, Can.

NEAT DESIGNS

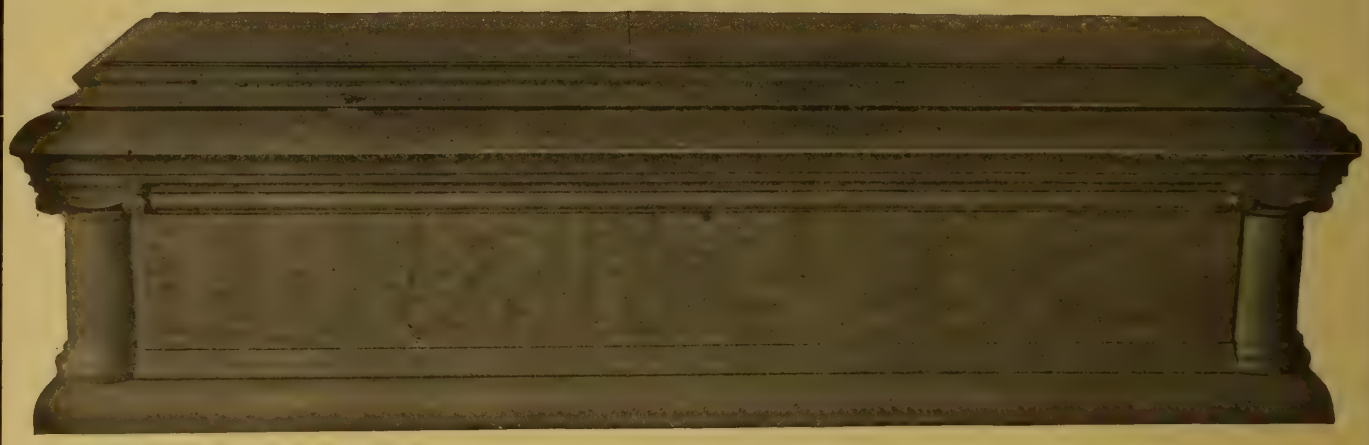
DOMINION SERVICE

BEST QUALITY

Our New Showroom at Toronto

is one of the finest in America, and when at the convention be sure to see our display. This alone will be well worth a trip to Toronto any time. We extend a hearty invitation for you to visit the convention, and while here we invite you to make our quarters your headquarters:

Dominion Manufacturers, Limited, 109 Niagara St. - Phones: Adel. 1681-1682
National Casket Company Branch, 107 Niagara St. - Phones: Adel. 454 - 455



No. 499—Solid Mahogany **No. 500—Solid Quarter-Cut Oak**

A beautiful design "State" Casket, with Ionic column corners. Liberty satin stone crushed interior.

OUR BRANCHES ARE AT YOUR SERVICE

BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited London, Ont.
Girard & Godin, Limited Three Rivers, Que.

The Semmens & Evel Casket Co., Hamilton, Ont. Limited
Christie Bros. & Co., Limited Amherst, N.S.
The Semmens & Evel Casket Co., Winnipeg, Man. Limited

The D. W. Thompson Co., Limited Toronto, Ont.
Girard & Godin, Limited Montreal, Que.
Vancouver Casket Co. Vancouver, B.C.

Our Motto: "The best goods at fair prices"

Dominion Manufacturers, Limited Head Office and Showroom: 109 Niagara St., Toronto, Can.

Smiles and Near Smiles

By JACK McLAUGHLIN

If the country provided blind asylums for people who are blind to their own interests, there would be a lot of money spent on them.

How It Looked to Wallie.

Five-year-old Wallie had been a bad boy, and when mother tried to punish him he crawled in under the barn. Mother couldn't follow, and so had to give up the task until father came home. The latter proceeded to crawl under the barn to locate the culprit. Seeing him coming, Wallie hailed him with "Is she after you too, dad?"

No punishment was administered by father that day.

The Calendar Assured it.

She—"Will you love me as much in December as you do in June, dear?"

He—"More, darling. There's one more day in December."

Couldn't Fool Him.

Some one, just for a joke, asked for some sweet-potato seeds. The clerk hunted all through the seeds but could find no sweet-potato seeds, and finally appealed to the boss.

The latter explained that he was being kidded and cautioned him about not letting smart Alecks put anything over on him.

A few days later a lady entered the store and asked for some bird-seed.

"Aw, go on," grinned the clerk, "you can't kid me. Birds is hatched from eggs."

The Law Must Be Obeyed.

"What are they moving the church for?" asked the inquisitive visitor.

"Well, stranger," replied the man, "I'm mayor of these diggin's, an' I'm fer law enforcement. We've got an ordinance what says no saloon shall be nearer than 300 feet from a church. I give 'em three days to move the church."

PUTTING ON THE FINISHING TOUCHES.

(Continued from page 43)

the C.E.A. to take up the question, so it was left as a notice of motion to be taken up at this year's Atlantic City convention if the C.E.A. pass favorably on it.

So it is very important that every C.E.A. member attend this year's convention to take part in the discussions and to vote on the question.

Another important matter, and one that has been brought to the attention of the officers is that regarding the issuance of licenses in Ontario. Should not one license, and that the embalmers' license, be sufficient for and cover all requirements of the law and profession in Ontario? That is the question that has been put up to some members and officers. If you have views on this question come and air them. We want your opinion. And then there is the big picnic on Wednesday, September 3. This will be our biggest effort. Some surprises are in store. We published a general summary of the sports last issue, but we hear that the ball game this year will be for blood—and the cigars. So that everything will be on the square. Charlie Greenwood and Norman Craig will umpire, as both F.D.'s and travelers are suspicious of the other fellows and are out to win.

A great many other events are on, so that the whole afternoon will be taken up, followed by the banquet and entertainment by Jules Brazil and Will White. All will be over in time for those who have city engagements in the evening to keep them. So come early and stay to the end.

We are asking the manufacturers to close up shop; we want the travelers not to keep friends and customers away from the Island that afternoon; and we invite all funeral directors who are within gunshot of Toronto to come to the picnic—"Get together in large numbers."

WARNING TO UNDERTAKERS.

The Board of Examiners for Ontario, who are also inspectors under the Embalmers Act, are covering various sections of the Province looking into conditions and obtaining information relative to the profession and the carrying out of the Act. It might be well to remind readers that any undertakers who are embalming or partially doing so without holding a certificate of qualification for embalming are liable to pay a penalty.

Mr. McIntyre, of St. Catharines, Ont., the dean of the profession in Canada, is, we are glad to report, on the mend. He is able to take drives about outside when the weather is favorable. Mr. Fred. Matthews, of Toronto, made a call on him recently and was entertained at dinner.

CARANAC
EMBALMING FLUID

Those that use this fluid do not believe there is a better one.

Our increase in business each year testifies as to its merits.

It produces the best results every time.

LET YOUR NEXT ORDER BE CARANAC

WE SHIP PROMPTLY

Caranac Laboratory
Peterborough - Ontario - Canada

A Professional Round Table

Conducted by Prof. Chas. O. Dhonau
President of the Cincinnati College of Embalming
for Canadian Furniture World and The Undertaker.

(Continued from last issue)

Several cases were reported of some trouble with cases of dead of cerebral hemorrhage or apoplexy. These cases are invariably marked by circulation inequalities, local congestions—say of one side of the face—and of other similar troublesome happenings. When we all understand that circulation inequalities are to be expected in all cases of cerebral hemorrhage, we will learn to look for them and to give special treatments to take care of those things. Cerebral hemorrhage or apoplexy is the rupture of certain cerebral arteries of the brain—most always of the middle cerebral artery—with the flow of blood into the third ventricle of the brain and because of the pressure resulting there, rapid onset of the final processes that bring about the death of the patient. When we began to study cerebral hemorrhage we found that it was always based on arteriosclerosis. You all know that arteriosclerosis is just as formidable in handicapping the distribution of blood as it is of fluid. In connection with the change in the structure of the arteries by which they become thickened and follow a cork-screw course another noteworthy fact is that they also lose some of their inside diameter and by so doing reduce the amount of both blood and fluid that can pass to the small capillaries of any part of the body. Therefore, in cerebral hemorrhage, you seem to obtain less hardening with your fluid than when the arteries are not diseased. This should convince you that you ought to use a greater quantity of fluid in these cases—under greater pressure—than in an ordinary case. Do not use a stronger uid because it is distribution again that is more important at this time than excess strength.

Some of the influenza cases were also commented on and one important instance was brought out as having occurred to many of those who were present. The thickening of the base of the neck during the use of the drainage processes was mentioned as having occurred in many cases. This was explained as having been caused by ordinary pressure within the venous system. If you will remember that the neck at its base is traversed from right to left by the following veins—right external jugular, right internal jugular, right anterior jugular, right internal thyroid, left internal thyroid, left anterior jugular, left internal jugular and left external jugular, with all the tributaries in the same regian, you will readily understand that a congestion within the venous system would easily show its effect first in the neck. To bring this swelling down it is necessary to remove the venous congestion. This in the influenza cases was best done after the operation had been completed by using the trocar in the right ventricle of the heart and aspirating. The rapid thickening of the blood with the use of comparatively strong fluid, instead of a good capillary wash, to start the injection, was in our opinion the cause of the congestion.

One important conclusion brought out in the discussion was that embalmers aim to be masters of any and all bodies through one method. The futility of such an aim and the impossibility of treating all kinds of cases in one way was clearly pointed out and it was made clear that progress in the profession would only be made when every one turned their attention to the necessity for the embalmer to treat his cases with flexible mind and method.

Examination

—By—

The Board of Examiners

—To be Held at—

Toronto, Friday, Sept. 5th, 1919

The Government Board of Examiners, under the Embalmers' and Undertakers' Act, will conduct an Examination in the Anatomical Section of the Toronto University Building, on Friday, September 5th, commencing at 9 o'clock in the morning.

Candidates wishing to take the Examination for qualification and Government license as embalmers will send in their application and fee of $20.00 to the Secretary not later than September 1st, 1919. Blank forms of application can be had on application to the Secretary.

T. E. SIMPSON,
Secretary-Treasurer,
Sault Ste. Marie, Ont.

A GORY ORDER.

A young woman who was not familiar with the language of the railroad men, happened to be walking near a depot where a freight train was being made up. As the train was being backed up, one of the brakemen shouted: "Jump on her when she comes by, run her down beyond the elevator and cut her in two and bring the head end up to the depot."

Screaming "Murder!" the young woman turned and fled from the spot for dear life.

GETTING BACK AT HIM.

He had to quote Kipling to hold his own with this bright young lady. So he lightly did so.

"As Kipling says, my dear: 'Woman is a rag, a bone and a hank of hair!'"

"And man," she smiled sweetly, "is a jag, a drone and a tank of air."

Which served very nicely to change the subject.

PECULIAR, ISN'T IT.

A blackberry is red when it is green.

Also, a red cow with black spots gives white milk that makes yellow butter.

"The first and last word in Embalming Fluids"

CANICULA

a strong preservative that will produce a beautiful lifelike complexion so natural in appearance that the subject will appear as if only asleep.

Canicula has that rich, velvety flow so essential to the requirements of the best trade.

Members of the profession from coast to coast speak very highly of this ideal fluid. We have letters of congratulation on file from some of the largest undertakers in Canada and the States.

Have you tried it yet? Send in a trial order to-day. We are more than satisfied that you will be pleased with results.

CANICULA CHEMICAL COMPANY

Phone College 3097 **366 Bathurst Street, TORONTO**

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels, Ph. G.

ARTICLE XI.

THE CAROTID ARTERY.

(Continued)

THE use of the carotid artery towards the body is beneficial to the general circulation because while using it to inject fluid towards the heart, you have the advantage of using a large artery. Another advantage is in its being close to the beginning of the circulation (the aorta, the artery beginning at the heart.) The advantages of these are obvious, and may be likened unto the hitching of a horse close to a heavy load, instead of a long distance from it.

The use of these carotid arteries towards the face applies in many cases where death has occurred by hemorrhage and where ruptured circulation is the result in any part of the body, in which event I would suggest to the practical embalmer the use of the carotid arteries for the preservation of the face, and to secure by this an even circulation throughout the tissue, thus obtaining the best appearance of such exposed parts. There are many other important conditions which are relieved best and perhaps only by the use of the carotid arteries.

In some cases where the injection has been made through the exiliary artery, it often occurs that after the injection of two or three quarts of fluid and after the face has been cleared satisfactorily from blood discolorations, on the further injection of fluid flushing takes place at the time of the injection, or between that injection and the next visit of the embalmer. The flushing or regurgitation of the blood occurs from the contraction of the extremity veins forcing the mixed fluid and blood that has gone through the capillaries into those veins back towards the heart.

The vena cava and the right auricle of the heart, becoming surcharged with blood, forces it up into the face through the jugular veins which have but few valves, and these are usually inoperative under the pressure thus created. As a result the blood penetrates the tissues of the face and discolors it.

Under such conditions the only method possible to obtain good results would be by hastily injecting the fluid upward through the carotid arteries.

By this direct pressure through these arteries, the discolored blood and fluid may be forced out of the capillaries into the veins. If this operation is done before too long a time has elapsed, the blood will not have stained the tissue and the washing of it away by this means will be very gratifying to the embalmer.

OTHER ARTERIES.

THE femoral artery is a large artery and extends from the thigh to the under side of the knee. It is selected by some embalmers on account of its being large and comparatively easy to distinguish from the vein. The body may be injected from this artery, but the appearance of the body is not always satisfactory, for the reason that the blood which may lay in the deep-seated arteries between this point and the heart is apt to be driven with the fluid towards the heart and this stained fluid is likely to be forced through the carotid arteries into the face. During the injection of the fluid for a while thereafter it may not show discoloration. It is, nevertheless, present in the surface tissues to a greater or less extent, and is apt to produce a putty or steel-gray complexion as the body grows older, a condition which is not likely to result from perfectly clear fluid were it alone present in this tissue.

The radial artery is on the thumb side of the wrist, where the pulse is to be felt. Its principal advantage lies in the fact that it is close to the surface and that deep incisions seldom are necessary. When properly separated from the surrounding tissue it is more easy to view in its natural location than any of the other arteries. It is a point which offers the slightest mutilation for the purpose of raising the artery, and thus is favored by some. This artery is frequently small in women and children and therefore delicate and easily ruptured. A small arterial tube is necessary for the injection here, and therefore embalming is more tedious than when some other artery is selected.

From general observation I find that lack of confidence in one's self is the greatest personal obstacle to overcome. So that the successful raising of an artery is ascribed to "luck"—"I had a very bad case, but I was lucky in getting the artery," or "I was unlucky in not getting it," is a remark that has grated painfully on my professional pride. Until we eliminate this fancied element of "luck" in our work we cannot hope for scientific success. This principle holds good in all branches of our work.

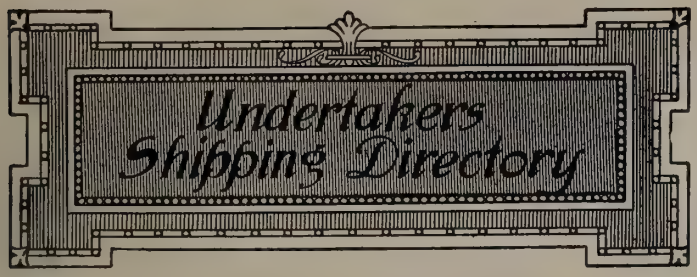
Distribution of the embalming fluid is the most important consideration after the raising of the artery and vein. In fact, the embalmer, in order to accomplish perfect distribution must forget the arteries and only have in mind the capillary circulation or the red flesh tissue and the organs.

This includes the muscle, the visceral structure which is all more or less muscular, the skin and membranes and is the portion of the body which putrefies first. The fat, fascia, tendons and ligaments, having a very limited blood supply, become putrid last.

Fat does not become putrid, but rancid. This is due to oxidation and the formation of an acid giving it a characteristic odor, the rupture of the covering of the fat globules occurs and the liquid fat drains away from the body. Areola tissues, being of sieve or net-like structure holding the fat globules in position, has blood circulation to itself only; the blood vessels supplying the papillary layer of the skin must necessarily pass through this adipose tissue, and in that way the skin is nourished and the waste is excreted.

So much depends on the proper conception of the work to be done by the man who denominates himself an embalmer. From observation I have concluded that many have the wrong idea entirely. From a professional standpoint he must look on the serious side of the question and have confidence in his ability. He must be able to tell when the exterior of the body is disinfected, and that is best done by the sense of touch; train your finger tips to give you this information by a delicate touch over the surface of the body, especially the face, noting the consistence of the tissue.

(To be continued.)



ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont—
Logan, R. A. 'Phone 2107.

Dungannon —
Sproul, William

Drnnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph

Hamilton—
Blachford & Sons.
57 King Street West

Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 543.
D. Clark, Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Geo. J. Chapman,
742 Broadview Ave.
Phone G. 3885.
Ambulance service.
Cobbledick, N. B.
1508 Danforth Ave., and
2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
J. A. Humphrey & Son,
463 Church St.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co., Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted DIOXIN, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He KNOWS that he has the Best Fluid in the world and he will tell you WHY.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using DIOXIN.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit DIOXIN Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out DIOXIN as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that DIOXIN IS the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before DIOXIN will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Comments on Passing Events

Make Summer Ads Bright and Breezy. There is no better time than during the summer months to make suggestions of an appropriate nature in your advertising space. To have them catch the attention of the public at this time, however, it is essential that they be properly presented. Copy for summer time ads must be bright and breezy and easily read.

An advertisement that might be carefully read on a cold night in mid-winter is likely to get scant attention in mid-summer. Brief, bright and breezy copy is the kind that will be read and prove productive of best results at this time.

Paying for Advertising. The manufacturer or dealer who pays for advertising is the one who does not buy advertising space. Every advertisement published by a competitor of the man who does not advertise draws away customers of the non-advertiser—who pays for his competitor's rise in importance and profits by his own loss of position and business. Advertising is the motive power which increases the per cent. of profit by producing a greater volume of trade at less proportionate expense.

Keep Windows Clean. During the summer months the windows should be kept clean and fresh looking. Dust and summer showers make it difficult to keep the glass clean, but it is a simple matter to throw a pail of clean water over the front of the window each morning. This washes down the accumulation of dust and gives a fresh appearance.

Cheap Clerks Are Expensive. In conversation with the writer the other day, a merchant stated that he would much rather pay a clerk good money and have him take a real genuine interest in the business than have a man at a low figure who was lacking in interest and ambition.

He has found that cheap clerks are expensive. They miss so many sales, require so much watching and directing, that they really cost the dealer more than a clerk who makes maximum sales and has initiative to go about his work without constant direction.

Such a man, who takes a real interest in the business, returns a larger profit on the amount invested in him than a cheaper clerk who is merely an order taker, and who does not put thought and ambition into his work.

SUMMER ADVERTISING.

The "Mail Order Journal" hits this interesting subject right in the bull's-eye. We are all familiar, it says, with the reasons which many advertisers advance for not advertising during the summer months. Here are some good arguments on the other side:

If your competitors stop their advertising during this period, you can have the field all to yourself.

You can get much of the business that otherwise they would get—and hold it, provided you "deliver the goods."

If you are the only one in your line represented in the August issues of a publication, where ordinarily there would be ten, the circulation of that medium for that issue is worth to you ten times what it otherwise would be.

Canada's Victory Celebration

TO BE OPENED BY H. R. H. THE PRINCE OF WALES

EXHIBITION

Aug. 23 **Sept. 6**

TORONTO

FORTY-FIRST SUCCESSIVE YEAR

INCOMPARABLE PROGRAMME ECLIPSING FORMER TRIUMPHS.

AN EXPOSITION OF CANADA'S RESOURCES AND NATIONAL ENTERPRISE.

CANADA'S WAR TROPHIES.
Official collection of big guns, aeroplanes and other relics.

CANADIAN WAR MEMORIALS.
Recording every phase of operations Overseas during the war. The world's greatest collection of war paintings.

GRENADIER GUARDS BAND.
Best and most popular military organization in the Empire.

GORGEOUS SPECTACLE—FESTIVAL OF TRIUMPH

SURRENDER OF THE GERMAN FLEET. ALLENBY'S ENTRY INTO JERUSALEM. VICTORY ARCH VERSAILLES CASTLE.

THE APEX OF ALL PATRIOTIC PAGEANTRY.

German submarine—Mile-a-minute-motor-boats—Four days of speed trials—Trap shooting tournament—Government exhibits and demonstrations—Cadet shooting and drilling competitions for King's Prize—Giant live stock show—Acres of manufactures—AND A SCORE OF OTHER EXTRAORDINARY ATTRACTIONS. THE PICKED PRODUCT OF AN ENTIRE NATION ON DISPLAY.

JOHN G. KENT, General Manager. T. A. RUSSELL, President.

"Get together in large numbers"
is the Slogan for the 1919

CONVENTION

of the

CANADIAN EMBALMERS ASSOCIATION

which meets at TORONTO

September 2, 3, 4.

We want every Embalmer and Undertaker in Ontario to be present, and we want all our members and friends outside the province to come.

Hear Prof. Renouard of New York in his plain practical talks on the latest methods of Embalming.

Hear Prof. C. G. Askin of Indianapolis on "Better Business Methods for the Undertaker."

Hear the discussion on Federation and on Embalmers' Licenses.

Come to the Big Picnic, Snack, Baseball Match, Races and Banquet.

Attend the school if you intend taking the Ontario Examinations. Sessions, August 26, 27, 28, 29.

Remember the Convention Dates

SEPTEMBER 2, 3, and 4.

Come and Meet Your Friends

Index to Advertisers

B

Bemister, H. A. 11
Board of Examiners 50
Brandt, F. C. 13

C

Canada Furniture Mfrs. 7
Canadian Feather and Mattress Co... 11
Canadian Mersereau Co. 16
Canadian Rattan Chair Co. 9
Canicula Company, Limited 51
Caranac Laboratory 49
Champion Chemical Co. .....i.b.c.
Chatfield, C. B. 40
Can. National Exhibition 54

D

Dominion Manufacturers 47-48
Dupont Fabrikoid Co. 14

E

Eckles, H. S. & Co. 53
Egyptian Chemical Co. 56

G

Gendron Mfg. Co. .....i.f.c.

H

H. E. Furniture Co. 16
Hourd & Co. 10

I

Imperial Rattan Co. 6
Irish, G. L. .....o.b.c.

K

Kindel Bed Co. 3
Knetchel Furniture Co. 18

L

Life Long Furniture Co. 40
Lloyd Mfg. Co. 15

M

Marshall Sanitary Bedding Co. ....i.f.c.
Maxwell Mfg. Co. 42
Matthews Bros. 10
McLagan Furniture Co., Geo. 5
Meaford Mfg. Co. 17

N

N. A. Furniture Co. 11
National Table Co., Ltd. 11
North America Bent Chair Co. 12

O

Owen Sound Chair Co. 11

P

Phonola Co., The 41
Pathe Phonograph Co. 39

R

Robertson & Co. P. L. 40

S

Shafer & Co., D. L. 10
Standard Bedding Co. 12
Steele & Co., Jas. 11
Stratford Chair Co. 4

V

Victoriaville Furniture Co. 8

W

Walter & Co., B. 10
Wattman, Kalbfleisch Car Body Co.. 45

For Sale Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

FOR SALE—A Rubber Tired Hearse, complete, with sleighs; A1 condition; cost $1,800; $700 takes it. Light winter hearse and sleighs, $250. Hearse harness, solid nickel, breeching, etc., $65, cost $125. Lowering device, $50. Embalming instruments, cooling board and couch, pedestals, drapes, church truck, for sale separately or en block. Apply Box 74, Canadian Furniture World, Toronto.

WANTED—Partner, with at least $3,000, to take half interest in an Undertaking business. Best opening and opportunity in Ontario. Apply to Box 73, Canadian Furniture World, Toronto.

FOR SALE—Combination Hearse and Casket Wagon on extended Ford Chassis, in excellent condition. For further particulars address McCabe & Co., 222 East Queen St., Toronto.

FOR SALE—Good chance to secure first-class undertaking business, with side line. Good town, population 1,300. No opposition. Good reason for selling. Box 75, Canadian Furniture World, Toronto. J

FOR SALE—Single Deck Casket Wagon, rubber tires; made by Matthew Guy; in good condition; also white Hearse, will take 5 foot casket; rubber tires. Apply to W. Speers, 2926 Dundas Street West, Toronto. J

TRAVELERS WANTED—We require a good live wire in every Province in Canada, to sell the products of the Canicula Chemical Company.. Liberal commissions. Travelers representing casket houses preferred. Apply by wire, letter or in person to 366 Bathurst Street, Toronto. J

The Original Patented Concentrated Fluid

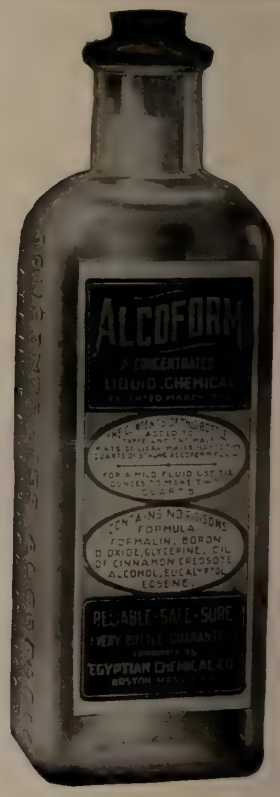
Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula

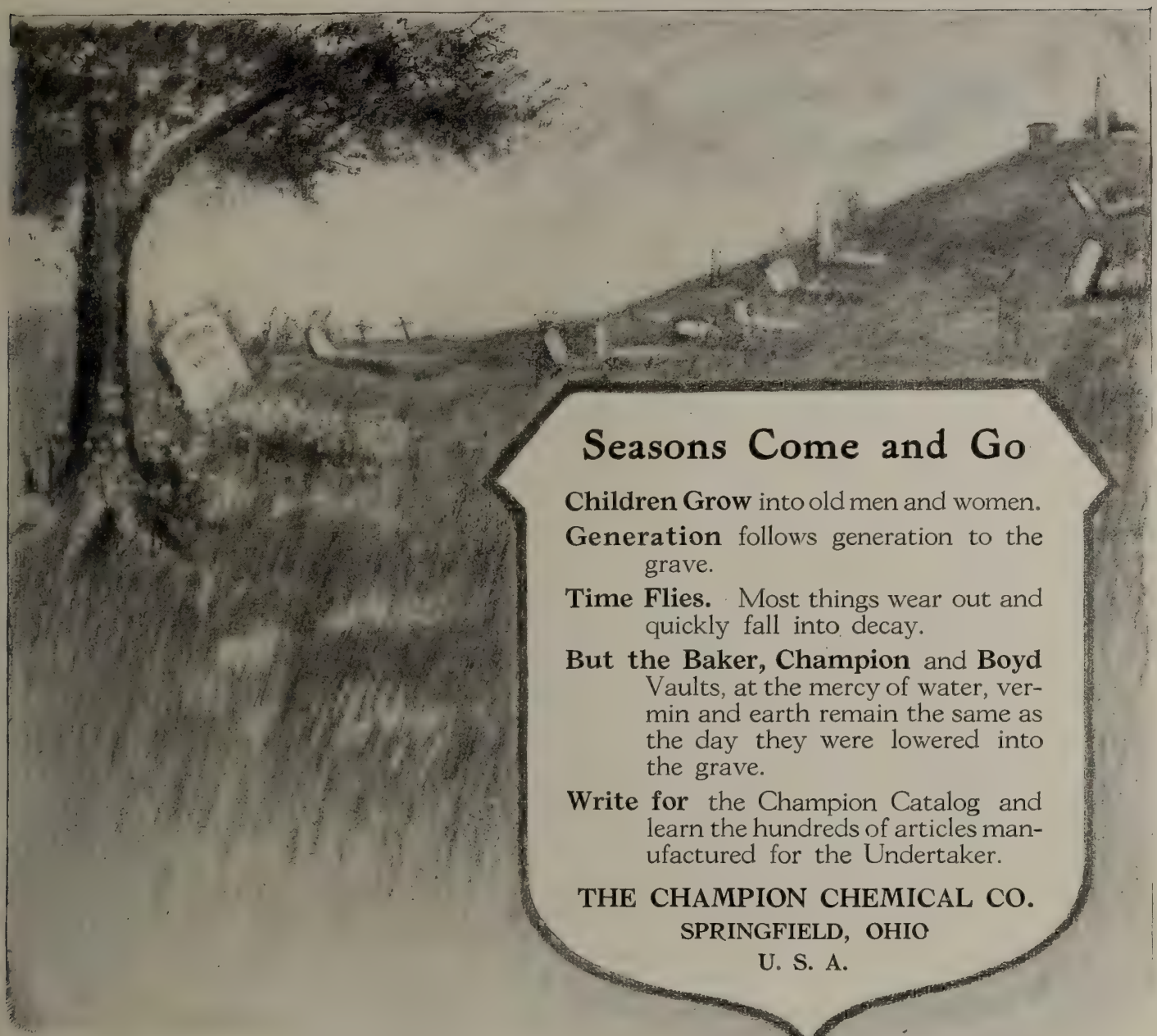
Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.



Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A



Seasons Come and Go

Children Grow into old men and women.

Generation follows generation to the grave.

Time Flies. Most things wear out and quickly fall into decay.

But the Baker, Champion and **Boyd** Vaults, at the mercy of water, vermin and earth remain the same as the day they were lowered into the grave.

Write for the Champion Catalog and learn the hundreds of articles manufactured for the Undertaker.

THE CHAMPION CHEMICAL CO.
SPRINGFIELD, OHIO
U. S. A.



Illustrating the **Boyd Steel Grave Vault.**

Floor Lamps and Silk Shades

Our line is exclusive and prices range from $15.00 to $30.00

Parisian Marble and Alabastine Statuary

Our $100.00 sample line is worthy of attention.

Fine Assortment of Oval and Square Serving Trays

Priced from $1.50 to $3.00, with beautiful medalion bottoms.

Extensive Lines of Framed and Unframed Pictures, Mouldings, Convex Ovals, Etc.

Our $100.00 sample line of Framed Pictures is a wonder.

WE ENLARGE PORTRAITS

G. L. IRISH 499 Queen Street W.
TORONTO, ONTARIO

CANADIAN

FURNITURE WORLD

and the UNDERTAKER



September, 1919

Published by **THE COMMERCIAL PRESS, LIMITED, 32 COLBORNE STREET, TORONTO**

The Gendron Mfg. Co., Limited

Approved Rolling Chair



The Soldier's Friend

Our years of experience and the knowledge we have lately gained places us in a position to give you an article most suitable to the patient.

Catalogue upon request

THE GENDRON MFG. CO., LIMITED, TORONTO, CAN.

TRADE MARSHALL SPRING MARK PATENTED

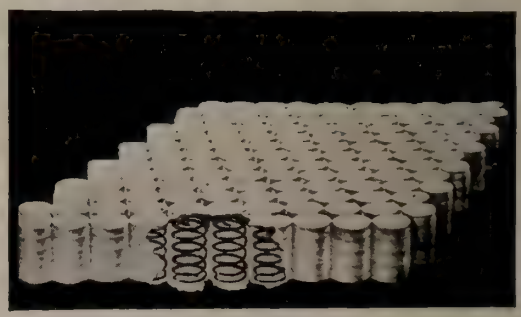
LOOK FOR THE LABEL ON EVERY CUSHION ! !

EVERY time you place a chesterfield or easy chair on your floor, look over the cushions for the "MARSHALL" Trade Mark. Don't accept the imitation—DEMAND THE LABEL, and you will protect yourself. We guarantee every cushion that leaves our factory, and will replace them free if they don't stand up.

Your customers are demanding "MARSHALL" Cushions.

Marshall Ventilated Mattress Company, Limited

WEST MARKET STREET, TORONTO



STRATFORD FURNITURE



Kodav and Daveno Publicity

We illustrate display of Kroehler Davenos, long and short bed, and Living Room Suites at the Canadian National Exhibition which was attended by close to a million-and-a-quarter people. Publicity of this nature paves the way to enormous sales for the furniture stores of Canada, as thousands of prospective customers visited this booth and saw how easily the Kodav and Daveno could be operated. Cash in on this Dominion-wide publicity of the Kindel Bed Co., by showing Kroehler Davenos, and Living Room suites in your window.

The Kindel Bed Company, Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE



5090A



5099

McLagan Built

Here is a Louis XVI Motif in all its beauty. The quaint, quiet dignity of this design appeals very much to that particular customer who wants the best obtainable, and whom you want to please.



5094



5097

The GEORGE McLAGAN

STRATFORD

STRATFORD FURNITURE



5099A



5090

Quality Unsurpassed

The beautiful, rich finish creates an immediate and favorable impression on your customers. Made in American Black Walnut and Mahogany, this suite conforms to the high standard of McLagan products.



5098



5095

FURNITURE CO., Limited

CANADA

STRATFORD FURNITURE



Globe-Wernicke SEC

"BUILT T

"The Globe-Wernicke agency possesses a genuine trade-building asset."

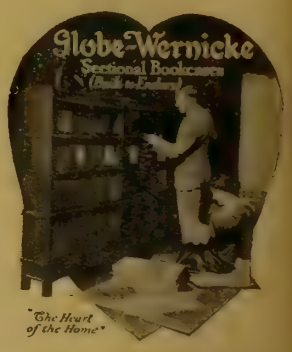
"A sale of Globe-Wernicke goods means more sales later."



The educated public—people of substantial standing—people who want the best and are willing to pay for it—are drawn to the store with the Globe-Wernicke Agency.

Because Globe-Wernicke Bookcases are attractive—they are dust-proof—they are substantially built—they lend themselves advantageously to attractive arrangements of furniture in large or small rooms—and they are nationally advertised. Globe-Wernicke Bookcases "fit in" to window and interior displays and add to their

"The dealer that sells Globe-Wernicke Bookcases knows that he offers his patrons the best that money can buy—and his patrons know it too."



The Globe-Wernicke Co. Ltd. MAKERS OF SECTIONAL BOOK

STRATFORD FURNITURE

IONAL BOOKCASES

ENDURE"



"Globe-Wernicke *Bookcases are so inexpensive that there is no one that can read but can afford them.*"

attractiveness—they harmonize with the most refined surroundings.

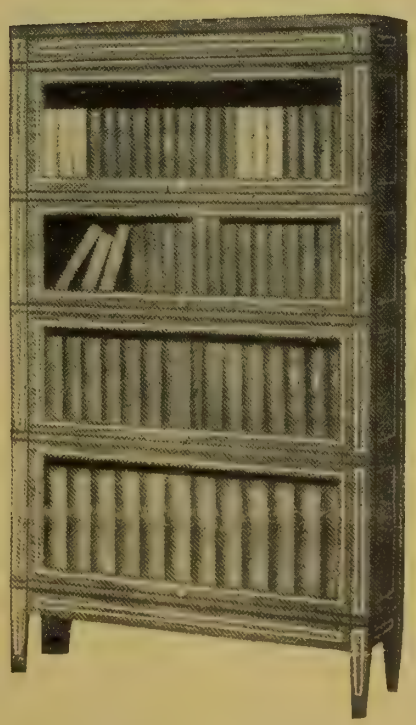
Globe-Wernicke national advertising will bring willing customers to your store—customers that are looking for good furniture.

Look over your stock of Globe-Wernicke Bookcases to-day and make sure you have enough "stacks" on hand to supply the demand for the Fall House-cleaning and Christmas trade.



"Globe-Wernicke *Bookcases have been for years the standard for this line of merchandise.*"

"The unit idea was originated and brought to the highest state of efficiency by The Globe-Wernicke *Co."*



ES AND FILING CABINETS EXCLUSIVELY STRATFORD, ONTARIO

STRATFORD FURNITURE

Bedroom Suite DeLuxe

Here is a bedroom suite that will appeal to your customers. The quality is second to none, and it has proven a very popular seller. It is built in red gum in which the Stratford quality has been incorporated to a very marked degree, and on your floor will be an outstanding feature to the discerning buyer. You should see us in regard to this—your trade demands it.



No. 280½-A—Dresser
Red Gum



No. 283—Dressing Table
Red Gum



No. 908-1—Chair
Red Gum



No. 282-A—Chiffonier
Red Gum

The STRATFORD CHAIR CO., Limited -:- Stratford, Canada

STRATFORD FURNITURE

Exceptional Value

In speaking of value it is necessary that the dealer be able to meet the demands of his customers with value. In stocking Stratford Chair goods you are assured of value, with appearance, to the greatest possible extent. It's value that brings repeat trade to your store, and assures you of holding that trade.



No. 285—Bed, Red Gum



No. 908-3—Rocker
Red Gum



No. 908-9—Dressing Chair
Red Gum



No. 280-A—Dresser
Red Gum

The STRATFORD CHAIR CO., Limited -:- Stratford, Canada

STRATFORD FURNITURE

"Imperial" Rattan Furniture



Sun Room, Parlor, Porch, or Livingroom Furniture that is light, strong and durable.

Upholstered in tapestries and cretonnes that add beauty to any room.

Illustrations of new designs on request.



IMPERIAL RATTAN CO., Limited, STRATFORD, ONT.

ADVERTISING THAT PAYS

WANT ADS BRINGS RESULTS

2 cents per word per insertion

THE CANADIAN FURNITURE WORLD

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

OUR CIRCULATION COVERS THE FIELD

2 cents per word per insertion

The Commercial Press, Limited, 32 Colborne St., Toronto

STRATFORD FURNITURE



No. 103A.—Oak Frame, Beaver Board Filler, covered with plain paper in imitation brown or green burlap, $7.50. Covered with high-class fancy paper or imitation leather $8.50

A New Line of Screens

These screens have never before been shown and should make a hit with the *progressive* furniture dealer. They are strongly built with oak frame and beaver board filler—covered with many striking designs of wall paper coverings or with brown and green denim, and silkoline fillers. A most serviceable screen, and will prove a QUICK SELLER, especially during the fall of the year and at Christmas time.

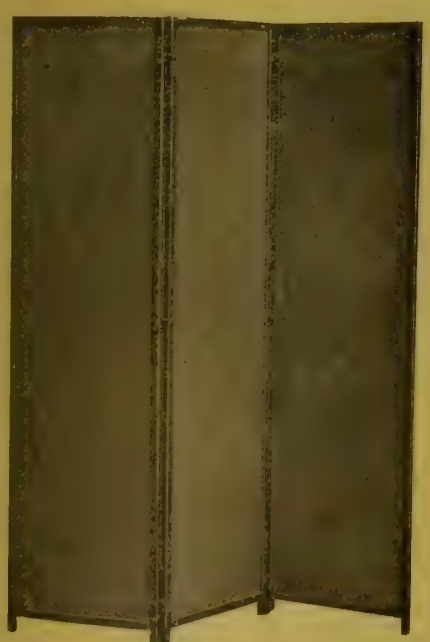
No. 103 will make an effective background for window displays, or it can be used for making partitions in your store.

SEND IN YOUR ORDER TO-DAY

CAN SHIP PROMPT



No. 103B.—Oak Frame, Beaver Board Filler, covered with striking designs of wall paper, price $8.50



No. 101.—Oak Frame with Beaver Board Filler covered with brown or green denim, price $5.00



No. 102.—Oak Frame with Silkoline filling, price $6.25. Supplied frame only so that dealer or customer can use their own filling, price $3.50

The Stratford Manufacturing Co., Limited

STRATFORD - - ONTARIO

GOLD MEDAL LINE

ANNOUNCEMENT

We have secured the manufacturing rights of the

Bell Patent Divanette

This Divanette is known in the United States as **The Bell Great Big Mattress Divanette.** It has many new features hitherto unknown, summarized as follows :

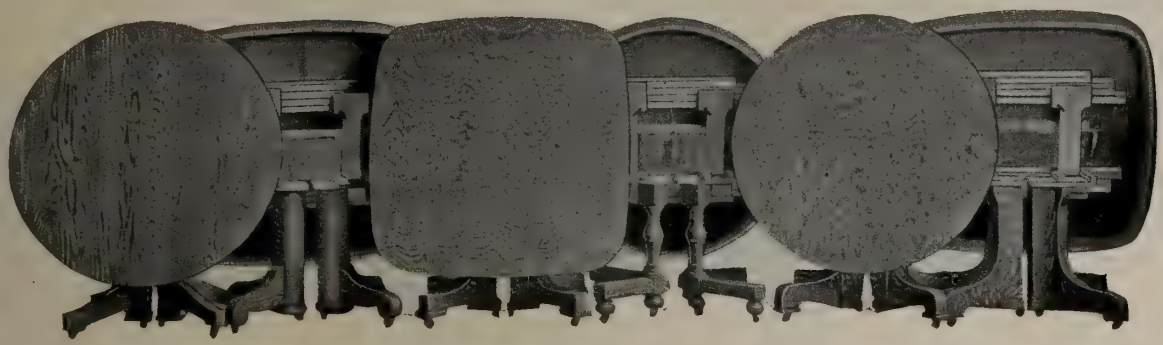
1. Has a full 4' 6" bed on which any regular full size mattress can be used.
2. Bed opened out is the same height from the floor as a standard size bedstead.
3. The back is automatically folded away under the seat instead of hanging overhead while you sleep.
4. Plenty of space to put away the pillows and bed clothes when closed.
5. A child can operate it.

SEE DESCRIPTIVE CIRCULAR AND PRICE LIST NOW BEING MAILED TO OUR CUSTOMERS

Send in your order now to secure early delivery.

The Gold Medal Furniture Mfg. Co., Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE



"FIT FOR THE PRINCE"



H. R. H. The Prince of Wales, who is now visiting Canada, will undoubtedly on numerous occasions sit down to a Chesley "TILT TOP" TWIN Extension Table.

"TWIN" Tables are popular because they have both style and stability. They are correctly designed, correctly finished, and always in good taste.

Write for helps which will enable you to point out the merits of "TWINS" to prospective customers.

CHESLEY FURNITURE CO., LIMITED

CHESLEY - ONTARIO

Distinctive Diningroom Furniture

DISTINGUISHED as are invariably the productions of our factory for their quality and atmosphere, they enable the dealer to offer that which will meet the requirements of the exacting buyer.

With our increase in production we expect to be able to fill orders more promptly than we have done during the past few months.

BEAVER FURNITURE CO., LIMITED

KITCHENER -:- ONTARIO

Furniture of Dependable Quality

We have an extensive range of Chesterfields and Living Room Suites designed to attract the attention of the discriminating buyer.

Woeller, Bolduc furniture is of recognized and reliable character.



No. 85610—Chesterfield

Chesterfield No. 85610 carries the distinction of all Woeller, Bolduc productions

WOELLER, BOLDUC & CO. : WATERLOO ONTARIO

"GEM" WHEEL BASSINETS AND CHILDREN'S FURNITURE



No. 51

Every furniture dealer in Canada should have this line on display in his children's department. They are sure to sell and satisfy every customer.

Our new catalog showing many varieties of designs will be mailed on request. Write for it at once and be the first to handle this profitable line in your community.

No. 51

Wheel Bassinet

Wood, reed and fibre, White Enamel finish. 6 in. rubber tired wheels. Size 36 in. long, 18 in. wide, 30 in. high.

Packed two in a bundle; weight 165 lbs. per dozen.

No. 49

Wheel Bassinet

All wood, White Enamel finish. 6 in. rubber tired wheels. Size 36 in. long, 18 in. wide, 30 in. high.

Packed two a bundle; weight 179½ lbs. per dozen.



No. 49

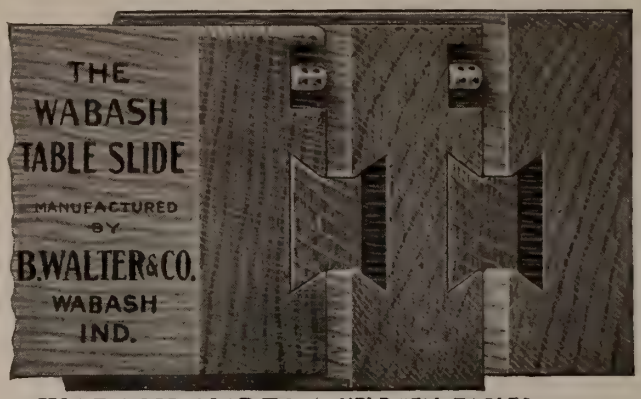
GEM CRIB & CRADLE COMPANY OF CANADA

KITCHENER - - ONTARIO

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

OUR ADVICE FOR 1919 TRADE IS ORDER EARLY

from the one plant whose facilities and capacity enable us to hold the reputation of ALWAYS DELIVERING THE GOODS.

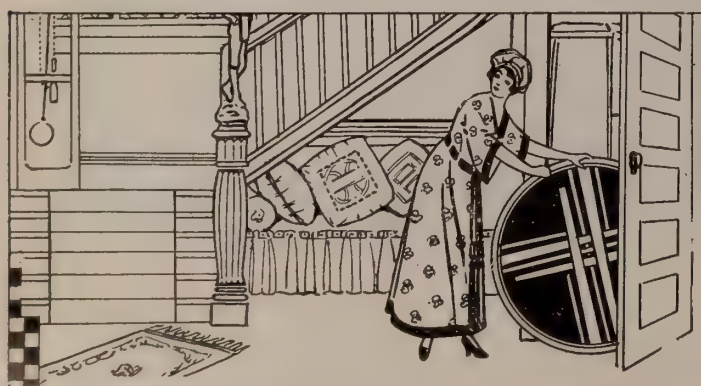
MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA

SHAFER CEDAR CHESTS

Skilled workmen and best quality material make possible the execution of our efforts to build only chests of character. We will be glad to forward illustrations and quotations on request.

D. L. SHAFER & COMPANY : ST. THOMAS, ONT.



Write for our gross-lot offer—an interesting proposition to furniture men everywhere.

You Can't Go Wrong—
in laying in a stock of "Peerless" Folding Tables for winter selling.
Don't make the mistake of thinking the sales of the

PEERLESS FOLDING TABLE

wane with lawn parties and camping trips. The sturdy "Peerless" is an all-year-round necessity.
Furthermore, it has a knack of making itself absolutely indispensable in the home or club.
One table sold often opens up a chain of profitable sales.
The insistent demand for the "Peerless" is keeping our factory staff forever on the jump.
So send us your order early.

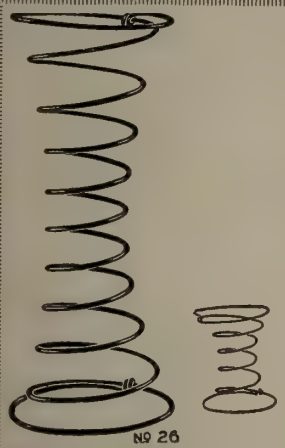
Hourd & Co., Limited *Sole Licensees and Manufacturers* **DEPT. W LONDON**

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

James Steele, Limited
Guelph, Canada



Plays *All* Records on *All* Phonographs *RIGHT*

100 packages retail for $15.00
100 packages costs you 9.00
Your profit is $6.00

The Permanent Display carton in red and gold is free with your first order.

MY GUARANTEE

If my styles are not satisfactory and as represented, they can be returned to me with no expense to you.

GOOD PROFIT—GOOD REPEAT—GUARANTEED SALE

Terms 30 days. 2% discount for cash with order.

H. A. BEMISTER

10 Victoria Street Montreal, Que.



Sell Your Customers Quality and They're SURE to Come Back

We have the come back, and it sure is a puller. This Imperial Kapok, given half a chance, will be head and shoulders above anything you have on your floor— a leader that is filled with comfort, quality and the real 100% pure prime Japara Kapok—it can't be beat for finish, quality, and appearance; the workmanship is the best, and only a high grade of ticking used.

Drop us a few words and let's get acquainted. The benefit will be mutual.

The lighter Kapok Mattress indicates the best quality material used. Full 5½ inch border, imperial edge, should not weigh over 30 lbs. gross, including case.

The Canadian Feather & Mattress Co.
LIMITED

TORONTO OTTAWA

ALL KINDS OF CHAIRS

The many furniture dealers throughout the country who are handling our chairs find that they have a ready sale among buyers who are looking for nice furnishings at a moderate price. They are well-designed, and made by expert workmen.

Your trade will be pleased with our chairs; they meet the needs of the average merchant because they meet the needs of the average middle-class home.

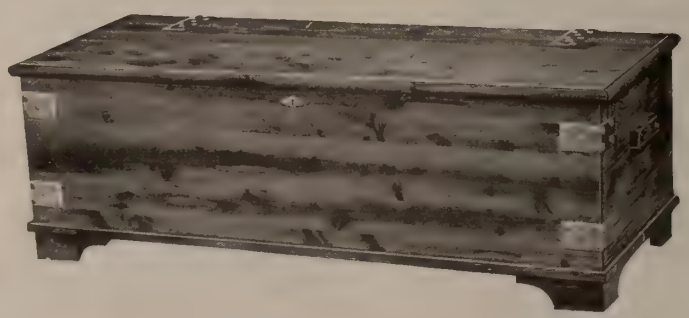
Write us for illustrations of our newest designs.

THE NORTH AMERICAN BENT CHAIR CO.
LIMITED
Owen Sound - - Ontario

CEDAR CHESTS

H. E. Cedar Chests in many styles and sizes were exhibited at the Canadian National Exhibition and attracted the attention of thousands of your prospective customers. These chests are built of genuine Tennessee Red Cedar and the designs are particularly attractive. They make a handsome Christmas Gift.

We advise that you place your order to-day for November delivery.



H. E. FURNITURE COMPANY, Limited
MILVERTON - ONTARIO

LLOYD

DIGS DEEPER

Marshall B. Lloyd

Breaking ground for his great addition, doubling the floor space of his present immense factory.

Marshall B. Lloyd

Never quits digging. He is a prominent inventor, and his baby carriage factory is the largest known.

THE LLOYD LOOM-WOVEN BABY CARRIAGE



WORLD'S ONLY MACHINE-WOVEN BABY CARRIAGE

Thirty Times More Speedy Than Man

Thirty Times More Perfect Than Man

THE LLOYD MANUFACTURING COMPANY

MENOMINEE - MICHIGAN

DU PONT CANADIAN INDUSTRIES

The Buying Public and FABRIKOID

EXPERIENCE has taught the buying public that "leather splits" cannot be depended on for upholstering furniture. They rub, crack, and show bare spots in no time.

So, more and more people demand that their furniture be upholstered in "Craftsman Quality" Fabrikoid. They know that it is more economical —of better appearance—than leather splits—is stain-proof, and resists wear better than any other upholstering material made, and gives unqualified satisfaction.



Fabrikoid is more popular and better known than ever. Stock Fabrikoid-covered furniture. Sell it with absolute confidence. It will add to the reputation of your store.

Write for our store helps. We will help you to display and sell Fabrikoid.

DU PONT

DU PONT FABRIKOID COMPANY

63 Bay Street - TORONTO

DU PONT



New Suite from The "Meaford" Line

INCREASED demand for Meaford Furniture has been created by the thousands of men who have returned to civilian life. The new homes they are building will demand a popular and serviceable line of furniture. The *Meaford* line is well known throughout Canada, and dealers should get some of our new bedroom suites on their floors at once to meet the demand.

Write for complete illustrations and price list to-day.

THE MEAFORD MANUFACTURING COMPANY, LIMITED

MEAFORD - ONTARIO

The Meaford Line Comprises

DININGROOM SUITES WARDROBES SEATS and MIRRORS BOOKCASES LIBRARY TABLES
MEDICINE CABINETS HALL RACKS JARDINIERE STANDS DESKS CENTRE TABLES

The LINE *of* QUALITY

Our upholstered furniture represents the acme of refinement as well as the last word in comfort-producing Livingroom Furniture. The Chesterfield illustrated has proven a good seller, and should be on your floor.



No. 602

Write us to-day for prices and full particulars of our Livingroom Furniture.

MORLOCK BROS., LIMITED : : HANOVER, ONT.

Makers of Livingroom Furniture, Chesterfields, Parlor Suites, and Steel-Constructed Couches

BALL CHAIRS



The popular demand for chairs of individuality and merit, combined with the best of construction, has brought universal appreciation of our product. Ball chairs are sure to sell. Write for prices to-day.

Ball Furniture Company, Limited

HANOVER - ONTARIO

At all times it is essential for the salesman to know his goods, but when times are a little quiet it is doubly so, and anyone desirous of making a success as a salesman must first equip himself with a thorough knowledge of the line he is trying to sell.

Here is the book which you need to give you accurate, concise, and complete furniture information.

THE PRACTICAL BOOK OF PERIOD FURNITURE

By

Harold Donaldson Eberlein

and

Abbot McClure

With 250 illustrations that illustrate RIGHT FURNITURE

A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo. Handsome decorated cloth, in a box—$6.00 net, postage extra.

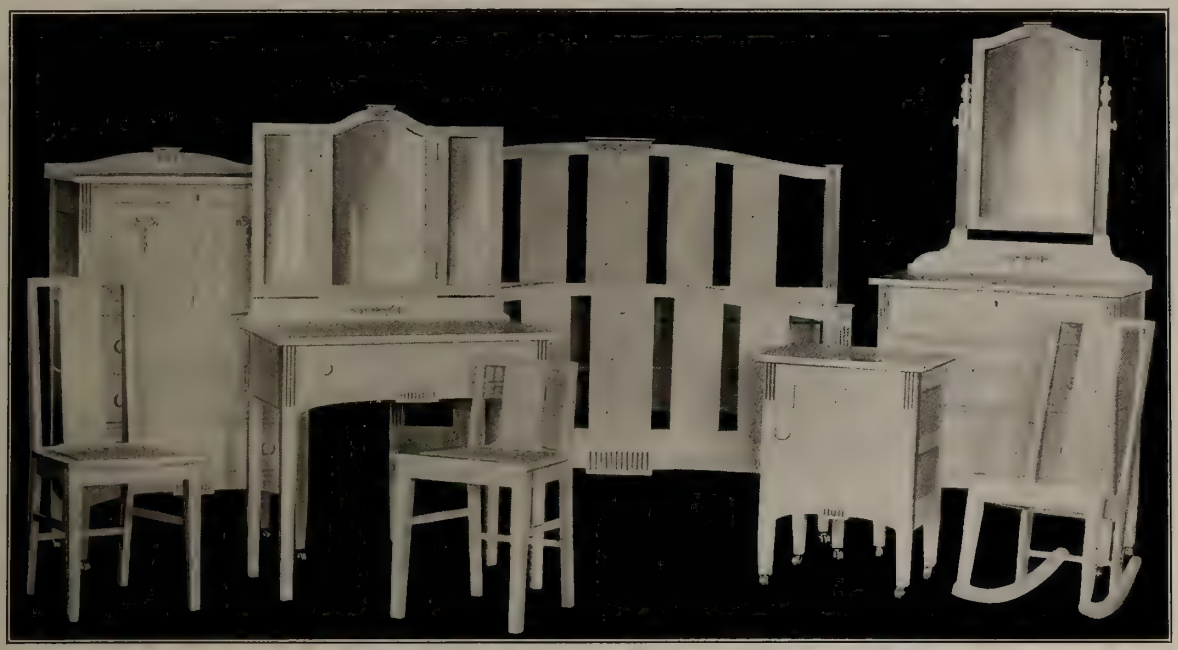
This book will be welcomed by all those who wish to buy Right Furniture (Antique or Reproduced) for the Household, by all dealers in the same, and by all makers of Correct Reproductions. Whether you are a Salesman, Manufacturer, Dealer, Designer, or Connoisseur, you should buy this Handsome Practical Volume.

PRICE $6.10, Postage Paid

CANADIAN FURNITURE WORLD

and THE UNDERTAKER

32 COLBORNE ST., TORONTO



No. 660E Bedroom Suite

"Adam" Bedroom Suite

There is dignity and refinement about Knechtel Furniture which recommends it to those who know good furniture, and who appreciate it in part, because of its artistic merit.

The character of our productions is such that they stand well with people who are furnishing well-appointed homes, and who look to their harmonious and artistic arrangement.

This furniture, while stylish and unusual, is not beyond the ready reach of many of your buyers, and they will appreciate the good values you are able to show them from our line.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

CFM



CFM

No. 2619

LOUIS XVI BEDROOM SUITE

In Mahogany and Walnut



No. 2615

The many furniture dealers throughout the country who are handling our bedroom furniture find that it has a ready sale among buyers who are looking for nice furnishings at a reasonable price. Our products are well designed and made by expert workmen.

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.
WHOLESALE SHOWROOMS TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

Wait till our Salesman Calls!

Our salesmen are now on the road with 1920 lines—showing many new and exclusive features.

SIDWAY CARRIAGES embody the very newest American styles and designs, making it unnecessary to "import."

ALL SIDWAY REED CARRIAGES and sulkies are made in Canada.

No bother or expense with Customs.

No delayed or uncertain deliveries.

SIDWAY Service means prompt, careful deliveries at any season of the year.



The name, SIDWAY, means the last improvement in construction—the highest quality of material and workmanship—and a service from our Toronto factory which will help you to make more sales and profit.

Sidway Mercantile Co.
TORONTO





BAETZ BROTHERS SPECIALTY CO.

KITCHENER - ONTARIO LIMITED

ASSOCIATED WITH

BAETZ BROS. FURNITURE CO., LIMITED, and ANTHES FURNITURE CO.



Manufacturers of

Portable
Electric
Lamps
and
Silk Shades



CATALOG WILL BE GLADLY SENT ON APPLICATION

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
WM. J. BRYANS
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 9. TORONTO, SEPTEMBER, 1919. No. 9.

ALL READY FOR THE FALL'S BUSINESS

Helpful hints and profitable suggestions for the furniture dealer to consider at this time of year

NOW for fall business. The results of your business for 1919 will depend on action from now till Christmas. A few little thoughts back in your brain, galvanized into action, will bring up sales—yes, push the record over that of last year.

Is the stock in all departments right? The fine crops, the growing railway earnings and advancing industrial activity constitute a foundation which warrants a furniture man in committing himself to the idea of improving conditions. Caution will dictate, not handicapping one's self by lack of stock, but making sure that every department of the stock is properly rounded out, not by overbuying, but in carefully getting ready for fall trade.

Assume that everything is ready. How can you acquaint your public with the full details of the arrangements you have made for the furnishing of their homes? The great bulk of the constituency of any dealer selling medium grade furniture is interested in the character of the design, workmanship and finish fully as much as the price. These people know period styles. There is a great deal to tell them about the designs, woods and construction of stock in all departments of the store.

Of course, the advertising comes right in here—not the constant hammering on price and use of flashy cuts. Keep up the advertising every day, using smaller space if necessary, but telling a complete little story on some specialty every day. Thus the store is constantly kept in front of the people, and the changing of the cut and subject is bound to hit one after another "just where he lives." And when he "thinks furniture" he will "think you."

Then comes literature to a selected list—possibly various manufacturers' literature with your name on it, at different times, or a little brochure of your own.

Meanwhile the windows are working and the stock gradually going through the windows once or twice a week in regular procession—so the people can see as much as possible of what's inside. All of which is simply preliminary to the advertising-extraordinary, the introduction of the visitor to the piece of furniture by the salesman. Does he know stock? Is he a "price namer?" Can the visitor post him on the stock? Does he know enough about the periods and construction to inspire confidence? Does he read your ads? Let us hope so.

At some time during an interview with a customer it is easy to find the character of the furnishings of a room in which the piece contemplated is to go. And an alert man can often ascertain what else a customer is interested in, although he be not quite ready to buy. He will keep tab on the need in the future.

Reams have been written on salesmanship, for the salesman. But this to the chief: A few talks when possible by intelligent manufacturers' representatives to the boys are worth while. They post them and put ginger into them. These talks pay. The chief has a duty in posting the salesmen.

A big accession of business is possible by keeping track of things from the outside. If the boys on the floor appreciate this and they have their wives and their friends on the lookout and keep their own eyes open, they will secure many a valuable lead. This is a feature that should not be overlooked.



A Harvest Sale or a Special Fall Sale of some sort should make a good start for the autumn business.

MAKE *Display* WINDOWS SILENT SALESMEN

Dealers should put themselves in buyer's place—Individuality and originality strong points in making trim.

JUST for a moment put yourself in the boots of the buyer and take a look at your own place of business. See if there is anything about it of sufficient drawing power to make you walk across the street to view it. If there isn't, then you are not doing all in your power to promote your sales.

One of the most effective and novel plans of business promotion is to be found in clever window displays. It is not always the most expensive window that gets the largest crowd, and it isn't always the window that attracts the largest crowd that sells the most goods. A litter of nursing pups in the window of any furniture store will stop more people than an exhibit of fine chairs, but the pup window won't sell chesterfields. However, it will be better to have a window of pups than to have trim that will not cause passers-by to stop and look.

If you are unable to judge the pulling power of your own windows, stand across the street and see what per cent. of persons passing your place pay any attention to your window displays. If you are getting the attention of only a small per cent. of them you had best rearrange the trims. If your window is not stopping them at this time it is rusty. Everybody is interested at some time or other in furniture, but the window that shows the goods as though they had been shelved in won't have any more pulling power than a balky horse.

Individuality is to be commended in window trims —but the all-important part is to get the trim. If you are lacking in originality and individuality take some other chap's ideas and rebuild them to fit your own needs. No matter how good your window trim may be, don't permit it to remain in more than two weeks. In that time everybody will have seen the trim, unless it should be located in a large city where there is an immense transient business. After a window has been seen once it ceases to draw.

The furniture stores of the country are filled to overflowing with good things. But don't try to show everything at once. Take your time. No mason every built a house by laying all of the bricks at once. A show window may be compared to a newspaper advertisement. Use the seasonable articles as the big display lines in your window, and tuck some of the all-year-goods down in the corners to balance the picture. Have a window that is in tune with the season and one that is in tune with itself.

It is the unusual and the unique things that command attention both in window advertising and newspaper advertising. Advertising writers endeavor to attract the attention of the reader by unique phrases, appealing illustrations and in the manner of type composition. The window has the advantage over the newspaper advertisements by reason of the fact that the goods themselves and not their pictures may be shown. How quickly the advertising man would jump at the opportunity to show the actual goods in a newspaper were such a feat possible.

ADVERTISING VALUE OF SHOW CARDS.

The advertising value in show cards is having the cards convey such thoughts as you or your clerks would express in describing or selling goods to a customer. One often overhears a catchy remark which he tries to apply to his own store, and sometimes the attempt is rather awkward. Always think first of your own store, of your own goods, of your own customers; then write your show cards in accordance with these circumstances. If some new catch phrase fits the goods or the store, its use may be beneficial, but don't adopt a catch phrase simply for the sake of adopting it, as that which can be said about the individual goods comes first, and frequently the talking points make some very good catch phrases—much better than those which are adopted offhand, or which may refer more especially to goods in general.



A suggestion for displaying a line of reed or other furniture

A TRIP THROUGH THE CANADIAN WEST

Stratford Furniture Manufacturers tour Western Canada to see country—Conditions and needs

"THE Six Wooden Men of Stratford," as we were often introduced by our friend Strudley, left Stratford on July 9th for a trip through the Canadian West to the Coast. The party comprised D. M. Wright, of the Geo. McLagan Furniture Co.; W. J. Anderson of the Stratford Chair Co.; H. W. Strudley, of the Imperial Rattan Co.; Chas. A. Moore, of the Stratford Mfg. Co.; F. W. Trebell, of the Kindel Bed Co., and F. M. Gifford of the Farquharson & Gifford Co.

With the exception of Messrs. Wright and Anderson, who had been about as far as Winnipeg years and years



The six wooden men on the "Noronic."

ago, none of the party had been West before, and everything to them was practically new. The trip was taken, not to get business, because there was a fine of $500 on anyone who talked business, but was a return visit to the trade who were so good as to come East, and also to meet the trade who had never been to Stratford before. In other words it was practically a social call, not business, because business was the last thing that was thought of.

There was a short time to put in at Sarnia before catching the "Hamonic." A short visit was made to Mr. Lou Phippen. Though it was Wednesday and the stores were supposed to be closed, Lou had some office work to do and the bunch took possession. Lou was good enough to supply us with a little liquid refreshments, and that put us in shape for any sea sickness that might be anticipated when we got on the boat. We reached Port Arthur on the morning of the 11th, and were met by Mr. Ivan Matthews, who took us for a trip around the Twin City. At noon we entertained the dealers of Port Arthur and Fort William at lunch. In the afternoon we were taken round this busy city, and out through a very pretty stretch of country, to the famous Kakabeka Falls.

Saturday was spent in Winnipeg, and in the afternoon Mr. Edgar Roberts and Mr. Bowey took the crowd around Winnipeg. We saw the magnificent parks which Winnipeg possesses, and as it was feeding time in one of the parks, the animals had to be fed by Messrs. Roberts and Gifford, as photo shows.

We left Winnipeg Sunday afternoon for Brandon, and were here met by Messrs. Campbell, McPherson and Bedford. We were entertained Sunday afternoon at the beautiful hotel that Brandon possesses, by our good friends, and in the evening we were taken for an auto ride around this very beautiful city, also for a drive out on the prairies. While in Brandon we went through the Agricultural Grounds, and although our friend Strudley thinks he is a pretty good gardener, yet he learned a few new things there. On Monday we visited the stores in Brandon, and were entertained at lunch by the Kiwanis Club, and the Daddy of the party, D. M. Wright, had to respond to the toast of the Brandon guests. Frank Gifford took his golf clubs along with him, and he had his first chance in Brandon to try them out, and needless to say Frank won.

July 15th, we spent in Regina. Here again Western hospitality prevailed, and after seeing the trade we were taken for a drive around the capital of Regina, and through the country to see the grain. We were very much taken up with the magnificent Parliament Buildings Regina boasts of.

We left that same night for Moose Jaw, and were met there by our good friend, Mr. Norman Bellamy. That same evening we had a drive around the city, and the next day were entertained at the Prairie Club by Messrs. Bellamy and Broadfoot. In the afternoon we were taken through one of the large Government elevators, and were given a few pointers as to how grain crop was handled by the Government. We will always remember Moose Jaw by one thing, and that is the "heat." It was 106 degrees when we went out to the elevator, and when we got through our good Sunday School Superintendent, Anderson, made a remark on the weather that would not be a credit to his scholars.

Leaving Moose Jaw, Messrs. Wright, Strudley and Anderson went to see the trade at Swift Current and Medicine Hat, while the others went on to Calgary, and



Geo. Dobson, Dave Wright and Chas. Moore, at Vancouver, listening to the sea waves.

were joined there by the party on Friday afternoon. We were very much impressed with Calgary as to beauty and as a business centre. Friday we entertained the furniture trade at a dinner in the "Palliser." We left Calgary Saturday morning for our trip through the mountains. This occupied the entire day and was a succession of delights and surprises. Anyone who has not taken a trip through the mountains have missed the greatest thing that we have on this continent, and we were so taken up with them that the

short time we were there was not enough, and we were all determined at the first opportunity that we get back to the mountains we go and see them properly. We could fill pages with what we saw, but will leave this for a later time.

We arrived in Vancouver on Sunday, July 20th, and here we were in the land of roses. The homes there, as well as in Victoria, are dreams of delight and beauty. We saw Stanley Park and the wonderful trees. Our friend Baldy Moore, tried to bring one home for some of his new lines of children's furniture that he is bringing out, but was stopped in the act. On Monday and Tuesday the trade in Vancouver was visited, and we were very much surprised that there was so much business at the coast. We can easily see that Vancouver is destined to be very shortly, one of the greatest cities on the West. On Monday we were entertained by Mr. H. T. Lockyer, manager of the Hudson Bay Co., at the Terminal Club.

On Wednesday afternoon our good friend Mr. Townsend took the bunch out to see the famous Capalino Canyon. This Canyon boasts of a swinging bridge, but there was one or two of the party who thought more of home and children, and did not venture on it. It is a good thing that Frank Trebell, who happened to be one of the safe ones, is not in the swing business because he would not be a very good advertisement. On the 22nd we visited Victoria and in the evening we entertained the trade at the "Empress," and afterwards they were good enough to take us for a drive and show us some of the beauties of that wonderful island. On the 25th, 26th and 27th we had a little rest and spent these days at Lake Louise and Banff. It is impossible to describe these two wonderful places in a few words. At Lake Louise we climbed our first mountain, and were fortunate enough to get high enough up to have a snowball fight, and coming down the mountain we picked wild strawberries—the two extremes almost within a stone's throw. Our stay at these two places was far too short.

The 28th was spent again at Calgary, and we left that night for Edmonton. We were very much taken up with Edmonton in every respect, and the beautiful buildings that they have there were an eye opener to us. We arrived at Saskatoon next day. Then we left Thursday for Winnipeg. We were greatly pleased with the country between Saskatoon and Yorkton. This country looks more like Ontario, especially the county of Perth, than any of the country that we had seen. It is a rolling country and crops there were fairly good. We arrived at Winnipeg Friday, August 1st, and the same afternoon gave a dinner to the trade at Winnipeg with some chorus singing and speeches, which was a fitting climax to the wonderful trip that we had. Mr. Wright acted as chairman and in a few words told the trade how our eyes had been opened as to the West, and the wonderful country that is there, and the future that is in store.

Speeches were made by a number of the Winnipeg dealers, and also by the other five manufacturers. Leaving Winnipeg Sunday afternoon we got to Port Arthur next morning, and were met there by our wives and children, and the rest of the trip was taken by boat, bringing us home on August 8th.



Campbell Bedford, showing the Stratford bunch the beauties of Brandon.



Chas. Moore, the financier, in front of a glacier at Lake Louise.



Roberts and Gifford feeding a bear at Winnipeg.

We have been able through this trip to see just exactly what the Western dealer is up against. His trade is different from the East, and he has many things to contend with that are unknown to the Eastern manufacturer. The demand for furniture in the West is much the same as in the East. Western dealers cannot get much goods. In sections where crops were not just as good, perhaps, as previous years, everyone was optimistic. We found no pessimism in the West. Everyone was a booster and boosted his own town.

Conditions as to housing are just as serious there as here. We did not see an empty house from the time we left home until we got back again, and in Saskatoon we were surprised to learn that the large office buildings that they have there were being used by roomers. The demand for furniture in the West, not only from factories here in Stratford, but from the

whole of Eastern Canada is most promising. Thousands of houses have got to be built in the West, and they all have to be furnished. There is very little building going on now owing to labor difficulties, and in another year when these difficulties are settled, we hope building will go forward with a start, and the first thing that they will need there, of course, will be houses.

We were very much struck with the wonderful public and office buildings that every town in the West has. Towns are laid out in the retail section with wide streets, and of course every town is sub-divided and walks laid for thousands of people. All the West needs now are houses for the people. They have the towns and they have the streets laid but the land needs to be built up. The retail stores in the West are well built and stocks well arranged. In some of the towns we found some of the trade getting ready to move into larger stores, or building new stores.

There is another point which is of vital importance to the eastern manufacturer, and that is that the Western dealers have got to have their orders shipped more promptly. Sometimes Western business is overlooked in a hurry to get our Eastern order looked after, but this is where there will have to be some change made. We have no idea of the distances in the West and the Eastern manufacturers should always remember this, and always take into consideration what the Western dealers are up against at all times.

We were very much struck by the Western hospitality extended to us, by not only the dealers that we were acquainted with, but others that we came in contact with. The dealers could not do enough for us, and the only thing that we were sorry for was that we could not see every Western dealer, but of course that was impossible, owing to the limited time that we had at our disposal. However, we hope that we can make the trip again, and we will so arrange it that dealers from points near large centres, will be able to come in and see us.

There is also another point that is very important and that is, bringing the West closer to the East, and in this wonderful country of ours there should not be any East or West. Our observation on this point led us to believe that there is too much talk of East and West, but it is just a case of get together same as we have done to overcome this.

We would by all means recommend to every Eastern manufacturer (it does not make any difference what line of business he is engaged in) in the interest of his own business to see the wonderful country that there is beyond the Great Lakes, to make a trip there, and see what we have seen. THE SCRIBE.

WOMEN BETTER THAN MEN.

Believing women could sell more furniture and house furnishings than could men, a dealer in the east divides his sales force into two teams, one of women and the other of men. He didn't tell them that he was going to see who could sell the most, but let things take the usual course. At the end of two months he found that the women were selling far more than the men and were taking more of an interest in the class of goods sold to each customer.

The women investigated and found out what other pieces the customer had in the room—they tried to match up with the color schemes and other forms of decoration. It was a service that the customers appreciated. Women came in to get ideas for completely furnishing their homes. It got to be such a big thing that the saleswomen were sent out to the big centres to get ideas. Men customers who formerly came in and hemmed and hawed and went out with the feeling that maybe they didn't get what would suit, were content to let the saleswoman make a selection or at least give advice.

Women have everything to do with the homes. They understand what is needed to fit each particular case. Men unthinkingly buy what they think is needed and in many instances make mistakes.

From the dealer's standpoint this change was a good one for the saleswomen made suggestions for other purchases. They soon got the reputation of knowing the needs of the customers—knowing also what the customers had in their homes and when they would have to make replacements. They made mental records of these things and were able to make many extra sales during the months.

Another thing the dealer found was that the stock took on a more "homey" atmosphere. The displays were more natural and everything was kept spotlessly clean.—The Marshall Bed Post.



No. 2617, Chiffonette.

Two pieces from a Louis XVI. bedroom suite, in mahogany and walnut, made by Canada Furniture Manufacturers.



No. 2618, Dressing table.

IMPORTANCE OF *the* RETAIL DISTRIBUTOR

Address delivered by E. M. Trowern, Secretary Dominion Board Retail Merchants Association of Canada.

ALTHOUGH the question of the increased cost of merchandise and the cost of distribution at retail may not be considered by your committee to properly come under the public enquiry that has been allotted to you to report upon, yet we feel that it is so closely related to the subject you have under consideration that we are taking the liberty of presenting to you a few facts on the subject of retail distribution as we see them, standing, as we do, between the producer, the manufacturer and the workman on the one hand and the consumer on the other.

It is not generally known that there are many more millions of dollars invested in distribution than there are in either manufacture or production. It could not be otherwise; merchandise must always be manufactured ahead of the immediate demand. Goods produced or manufactured in Vancouver are of no value to people residing in Halifax unless they are transported to the latter point. To do this, it requires negotiation, purchase, transportation, warehouse facilities, retail facilities, etc., and final delivery to the ultimate purchaser in single items. A host of transactions take place before the goods are finally delivered. All these separate transactions cost money, and take time and intelligence, in addition to "capital," which cannot be regarded in any other light than "accumulated industry."

We are quite aware that arguments have been put forth for centuries, striving to discover some plan whereby goods produced or manufactured can be handed direct to the consumer, and to have the middleman—which means either the wholesaler or the retailer —removed. All efforts in this direction have been failures, and they always will be failures, because the present system has been a natural development that has grown out of actual necessity.

Prunes or raisins grown in South America or in Egypt are of no value to consumers in Ottawa unless they are brought directly to their tables here. No consumer would think of ordering such things direct, or having them shipped in small quantities, they must come in bulk. When they arrive they must be cared for, protected against weather and other conditions, sold to the retail trade, and distributed by them to their customers.

The value of the land and buildings upon which retail stores are situated, together with the value of the wholesale properties, exceeds in value and is more highly assessed than any other property in any municipality. Add the value of all the retail property in Canada together, couple with it the value of the stocks which are held waiting, ready and near at hand for the convenience of those who want the goods, and then add the value of all the wholesale property and merchandise to the retail property, and you have a volume of wealth that far exceeds the value of all our farming and manufacturing industries. This costly and expensive system exists because it is required and because there is no other legitimate system that can take the place of it. It has been found to be the most economic, convenient and elastic system that can be provided, and it has developed through necessity and experience. There is no practical proposal or scheme in sight that can take the place of our present system of distribution. It requires adjusting here and trimming there but the underlying principles cannot be abolished. We are anxious to go on and develop it and make it more complete and convenient. This can only be attempted by those who practically understand the principles which guide and direct it. No improvement can come from any other source.

All attempts that have been made by those who operate "co-operative societies" in any part of the world have proved to be nothing more than the old scheme of one merchant endeavoring to outwit his competitor by trying to tell the public that his goods and his system are far superior to those of his neighbor, whereas the so-called co-operative society system is clumsy in its operations, inferior in its service, and its methods of handing back so-called dividends or bribes to its customers have all the deceptive elements of the trading stamp scheme.

To those who are not acquainted with the problem of retail merchandising, and from the manner in which some of these co-operative societies advertise themselves and their supposed superior methods, it is not surprising that those who are unfamiliar with the "tricks of trade" see some virtue in their proposals, but those who are thoroughly familiar with trade, and who are anxious to have all trade transactions based upon a sound, healthy, moral basis, know full well that any system of merchandising that is based upon the placing of a higher price on any article to a customer, and then handing the increased price back as a bonus, or a dividend, or a bribe, to secure and hold the trade, by or through any pretext whatsoever, is wrong in principle and commercially unsound, and it is for this reason that reputable and honorable retail merchants will have nothing to do with business methods of that character.

If the claims put forth by these so-called co-operative societies were true, and the principles upon which they are founded were correct, every one conducting a retail store would adopt the same system, but the co-operative system is not adopted because the principles upon which they are founded are commercially unsound, and their methods can never appeal to those retail merchants who want to see the retail trade of Canada placed upon a higher plane.

Believing, therefore, that we, as retail distributors, are an absolute necessity, and that our services cannot be dispensed with, we feel that we have an important duty to perform in every community throughout Canada, and we further believe that owing to our financial position, our absolute necessity, and our numerical strength in every city, town and village throughout Canada, that no question affecting what is termed the "working classes" or the "manufacturers" or "producers" can be intelligently considered without taking the great problem of distribution into consideration as well.



DISPLAYS AT TORONTO EXHIBITION

Splendid showing of large range of furniture items—New lines and unique displays—Good business

ONE of the best means of putting the merits of a line of goods before customers is through the medium of our fall exhibitions, and that furniture manufacturers are aware of this fact was evidenced at the recent Canadian National Exhibition at Toronto.

A section of the Industrial Building had been reserved for furniture displays and it was pleasing to see that quite a number of manufacturers availed themselves of the opportunity of displaying their lines.

Gendron Manufacturing Co.

The Gendron Mfg. Co., Toronto, made a triple display in their booth—furniture, baby carriages, and children's goods. Of the former a five-piece suite of reed, in old ivory finish was the chief line. This suite consisted of a gentlemen's rocker, arm chair, settee, table and lamp, all very beautiful. An extra pair of chairs, finished in ebony and gold, was also an attraction. These pieces were much admired by the visiting public.

A nice line of children's reed rockers and combination high chairs was a feature of the other part of the display; and children's autos, doll carriages, roller coaster wagons, velocipedes, sleighs, etc., drew attention from parents and children. The young folks, too, were much interested in the children's line of furniture made in wood and combination reed and wood, the colorings of which looked very clean and neat.

All the newest designs in baby carriages made by this firm were displayed. The entire exhibit was purchased by the F. C. Burroughes Furniture Co., Toronto. The display was in charge of J. J. Smith, J. E. Roy, W. A. Bateman and Thos. Chadwick.

Kindel Bed Company.

A decidedly new feature was exhibited by the Kindel Bed Co., Stratford, for the first time in an actual full-fledged Chesterfield standard folding bed. This design was also shown in a divanette Chesterfield for small rooms.

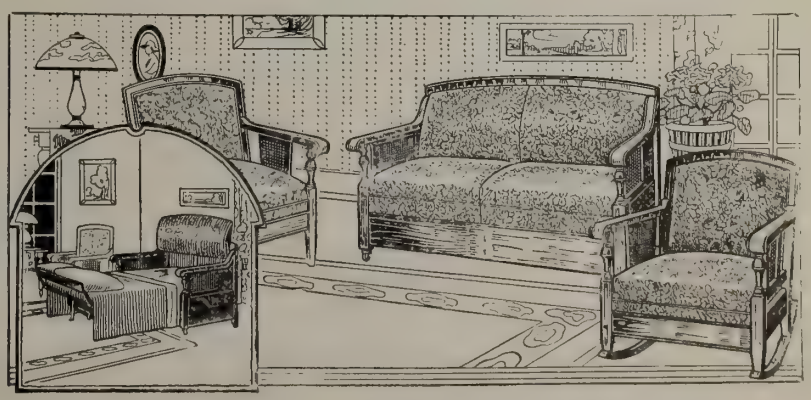
A central feature of the display was a three-piece suite—kodav, chair and rocker in soft covers; the colorings, too, were attractive. All the items in the display—in fact in the whole range made by the company—contain soft seat spring cushions. The whole display, which was a specially made exhibit, was sold early in the exhibition. The exhibit was in charge of Messrs. Clarke and Dunke, who will also take charge of identical displays at Ottawa and London. Both these representatives of this nationalized furniture line report an extensive demand for the better grades of furniture.

Canadian Mersereau Co.

"Beds of Quality" is the slogan of this company, and the beds on display certainly bore out the quality of this motto. The exhibit consisted of brass and enamel beds, the latter a new line only a couple of months old. The company is making at present about four models in enamel beds, and intend adding two or three more designs shortly.

As with the brass line the company is having some difficulty in getting raw materials sufficiently quick and in large enough volume to meet the demands for orders. As an evidence of this, Mr. Newton, the manager, who was in charge of the exhibit, said the exhibit had been sold eight times over.

No. 480 suite
from the
Kindel Bed Co's line.



The enamel beds shown had large rails and were constructed much along similar lines to the brass beds. These latter were seen in many new effects. The satin ribbon finish set off the various models to splendid advantage, and a new ornament on some of the beds was a little walnut trimming, let into the brass head and foot railing.

Marshall Sanitary Mattress Co.

This company made an effective exhibition in the shape of two rooms—a living room and a bedroom. The latter had a unique facing. The outside of this room was boarded in and on the white facing of the wood was painted "The interior of this room will show you how you can make most comfortable about one-third of your life."

from place to place. The utility boxes were likewise in various sizes, mostly enamelled finishes with different patterns and colorings of damask coverings.

The kitchen line of tables, cabinets, kitchenettes, etc., were displayed in a number of models to suit the size of room and size of purse of the purchaser. Some of the cabinets were finished in enamel, maple, oak, French grey and natural.

Other displays in the furniture section were the Lea-Trimble "Kiddie Koops," Sims and Till Mfg. Co.'s S.-T. divanettes, Kilgour Davenport Co., the Kyle Komfy Kot, Natural Mattress, Felt & Batting Co., De Luxe Upholstering Co., Ideal Bedding Co., and Hoosier Kitchen Cabinet Co. The stove display in an anjoining building was also a pleasing exhibit.



The unique display made at the Toronto Exhibition by the Marshall Sanitary Mattress Co.

Curiosity, of course makes the passerby stop, and a slit let into the facing allows the observer to see into the room. This room is furnished with a Louis XVI suite of old ivory, but the important item is that shown close to the observer—a Marshall ventilated mattress with cover raised showing the construction. Messrs. Conlin and Graham were in charge of the display, and they report splendid results.

H. E. Furniture Co.

The H. E. Furniture Co., Milverton, devoted their booth to a showing of their cedar chests, bedroom boxes, kitchen cabinets and kitchenettes.

The value of cedar chests in the home need not be emphasized, as most housewives to-day recognize and realize their utility for storing their blankets, furs and winter clothing. The bedroom boxes, too, are a great utility and their usefulness can be greatly extended.

The cedar chests are made in various sizes and finished in different designs. One of those shown was mounted on wheels, which allowed of easy moving

PHONOGRAPHS AND GRAMOPHONES.

In a wing of the Horticultural Building a special section was set apart for displays and exhibits of gramophones, phonographs and talking machines. The exhibitors had themselves decorated the building, and it was one of the most attractive settings on the grounds.

McLagan Phonographs.

The George McLagan Furniture Co., Stratford, made a splendid exhibit of their extensive line of phonographs, emphasizing particularly the new features of their line. Among these are the McLagan patented tone-arm and weight adjuster and the McLagan reproducer. These new appliances are so simple to operate that any child can handle, and yet are so strong that they cannot be put out of order. The new tone-arm and reproducer also helps in reducing the scraping sound, so detracting from some machines.

A new auxiliary to the record cabinet is the "Flexi-file" patented record holder. The records fit into a holder and there is a paper leaf between each record.

A numerical tab index, similar to a business filing system, is also part of the "Flexifile."

All the machines shown were in period designs, similar to and harmonizing with the period styles in the McLagan furniture lines. Messrs. Cook and Stearne were in charge of the display.

Pathe Pathephones.

Various designs and finishes were shown in the Pathe Pathephone Co.'s display of their machines. The company is strong on period lines and their exhibit followed period designs very extensively. Specially noteworthy were three handsome art models in Gothic design.

On all the Pathephones shown the company displayed their improvements. This year the machines are equipped with the latest universal tone-arm and reproducer, which gives a neater appearance to the machine and makes it more sensitive in reproduction, bringing out fuller and richer tones. This new tone-arm has also a new weight adjuster, a simple turn rendering it capable of giving the exact weight on any make of record played.

The new full tapered arm gives the pathephone a nicer finish. George Monsberger was in charge of the display.

Latest Models in Phonolas.

The Phonola Co. of Canada, Kitchener, made a splendid showing of their phonolas, and in addition gave demonstrations with all makes of records on their machines.

The new reproducer was a strong feature. This latest attachment has been pronounced by experts in Canada and the United States as about the best they have ever seen. The opinions and remarks of the auditors overheard were to the effect that the tones emanating from the Phonola machine were the most distinct heard in the building.

The cases were in popular designs and in many finishes, and the Phonola records showed what advances have been made in such a short time since they were put on the market. The range of selections is now extensive and played with the Phonola sapphire needle there was a notable absence of scratching and a distinct clear tone.

The exhibit was in charge of R. C. Willis, superintendent of agencies, who reported business exceptionally good, surpassing any previous orders at any other exhibition.

Other displays in the building included the Columbia, Edison, Sonora and Starr machines. By an arrangement among the exhibitors fifteen minutes in rotations were allowed the manufacturers to demonstrate their machines without other exhibitors infringing, so there was music all day long. Another feature was a singing competition every day of the Fair, which brought many auditors to the building.

CANADA FURNITURE MANUFACTURERS.

The Canada Furniture Manufacturers held open house at their Toronto sample rooms during Exhibition. John Gillbard, Toronto manager, was host to all furniture dealers who called, and his efficient staff showed the visitors all that was new in furniture. The complete line of this concern from their various factories was shown on the five floors of the big warehouse.

WINDOW DISPLAYS HALF SELL GOODS.

In speaking of window trims," says Southern Furniture Journal, goods that are well displayed are half sold. This is a very old but true maxim. How many retail furniture dealers recognize its truth and value? I have traveled around quite a bit, visited many stores in both large and small towns, and have noticed that the retailers in the smaller communities are the ones who more frequently violate the law. Successful merchants in large cities have learned that it pays them to give careful attention to the manner in which they display goods. You make yours tempting.

BOX OF CHOCOLATES FREE.

A Carolina retailer, whenever he advertises a bargain sale, announces that he will conduct a "Popular Shopper's Contest." His plan is to give away free on every advertised bargain day, a box of chocolates to the shopper receiving the largest number of votes given to customers of the house furnishing department. One vote is given with every 10-cent purchase;; 3 votes with every 25-cent purchase; 7 votes with every 50-cent purchase, and 15 votes with every dollar purchase.

The proprietor of this store has discovered that by using this contest he can interest all the shoppers in the town, and get them to induce their friends to buy something in the house furnishing department, and thus secure votes for them. The votes given out have to be cast in the ballot box in the department as fast as they are issued. Interest was maintained by advertising a contest every week, thus giving customers something to which they could look forward.



A couple of library tables from The George McLagan Co's line.

How Toronto Street Pedler Won Fame

FORTY-FOUR years ago a lad just growing into manhood stood on the street-corners of Toronto and sold jewelry to all persons who would listen to his chatter and be convinced. He did this because he had to live, and because it offered him the best inducements at that time to use his strong personality in convincing persons that what he had was worth while.

When the jewelry business began to wane he peddled soap from door to door. Later he accepted a job as a clerk in the store of John L. Meikle, now of Port Arthur, but then of Toronto. This failed to be entirely pleasant for this young, undersized, industrious chap, and he went on to Port Arthur, where he was given work by the late James Conmee, for forty years prominent in Canadian politics. From there he journeyed to Winnipeg, and thence to the States, where he has continued to move until to-day he is head of a million dollar corporation, and one of the most famous inventors in America.

That man is Marshall B. Lloyd. He spent his early boyhood at Walter's Falls and then moved to Meaford, on Nottawasaga Bay, where he began his business career by spearing fish and selling them from a wheelbarrow in a house to house campaign. Then he moved onward until to-day he has the record of revolutionizing three great lines of industry.

Marshall B. Lloyd began his inventive career when a boy, but it was not until he put out a new method and machinery for weaving wire bed springs and other wire goods that he was given any recognition in the industrial world.

Fourteen years ago he moved to Menominee, Mich. He went there from Minneapolis, where he is conducting a baby carriage factory. Financial stress kept his factory from growing as he hoped. In order to relieve this situation he again turned his brain to inventing. A few months transpired and he brought forth a new process and machinery for making steel tubing from flat steel. When he told of his plans to officers of the Steel Corporation they called him "crazy." Later they paid him many thousands of dollars for using his inventions.



MARSHALL B. LLOYD
President Lloyd Manufacturing Company.

With this money Mr. Lloyd again plunged into his baby carriage work. In this trade, as in woven furniture and baskets where reed or fibre are used, all of the weaving had been done by hand. This is true since the very earliest days. No man had been able to change the method or build machinery which would correct the costly, slow and imperfect hand-weaving system.

Marshall B. Lloyd put his brain to work and some time ago he brought forth a new method and loom whereby reed or fibre weaving is now done thirty times faster than by hand. The work is more smooth, is cheaper and more perfect, and the plant is said to be the greatest producer of carriages in the world..

Not long ago the Hon. G. M. S. Manifold of the Australian legislature saw a one-armed man operate the Lloyd loom. He convinced the government of Australia that it was needed there, so they paid $250.000 for the Australian rights. It is to be used in giving employment to returned crippled warriors.

Mr. Lloyd was mayor of Menominee, Mich., for two terms, during which he improved political government to such an extent that he was nicknamed "Efficiency" Lloyd. The name clung to him and he is now generally known by that name.—The Family Herald and Weekly Star, Montreal.

TIME IS THE SAME AS MONEY.

Time is the same as money in any business establishment to-day, and study of the conservation of time should be made by every merchant. In an article on this subject, the International Business Machines Co., Ltd., makes some interesting observations. The article said in part:

"What would have happened at the first and second battles of the Marne had we depended on mule driven lorries? Was it not the swift and powerful auto truck that annihilated time and space that saved the day?

"What saved the city of London and destroyed the cumbersome and unwieldy Zeppelins but the lightning speed and control of aeroplanes? Was it not again a matter of time?

"What conquered the armored sharks of our enemies but the fleetness of our destroyers? Again time saved us?

"What saved our own vessels in our own home waters but the flash of the wireless? Another time saver!

"What saved the destruction of our men and vessels, our own guns and fortifications, but the delicately developed timing mechanism controlling the explosion of deadly shells? Time!

"So you see, Time has entered into the warp and woof of the whole fabric of our existence. It must enter your business and never leave it. Abuse it, you may—avoid it you cannot! It is a reckoning as immutable as the sun, and a feeder or sapper of the very life blood of your business."

"I Saw It In Your Window"

Experience of dealer who asked himself what determines the question where people will buy.

(By J. McH.)



"WHEN a man wants to buy something at retail, what determines where he shall buy it?" was the question put by a retail dealer to himself when the writer asked his opinion on the value of window dressing.

"Some hard thinking about that simple question had a great deal to do with what success I have had," was the way he commenced his answer. This particular dealer within the last ten years has jumped his business from fourteen to thirty-five thousand dollars per annum, and this increase on practically the same amount of investment as ten years ago.

"I thought of numerous answers, such as timely advertising, convenient location of the store, the friendliness and the good will toward the merchant, reputation for low prices, for quality merchandise, the size of the stock to choose from, in short, I thought of no less that thirty or forty definite points, any one of which might determine where a man shall make his purchase.

"This thinking did me a great deal of good. I concluded that usually a combination of conditions and circumstances enters into the customer's choice of stores. Then I began to make up combinations for definite men and women, but soon I commenced to get first-hand answers.

"Every time I got a good chance I tactfully but frankly put the question, 'Why did you buy it at my store?' to a customer, explaining that my object was to improve the service, and that the thing that impelled one to come in would likely get others to patronize me.

Compliments and Criticisms.

"A great many customers, especiallly old ones, gave me flattering answers, but I did not let that bother me. Some had no special reason, but others—the number of them surprised me—said, 'I saw it in your window.'

"Up to that time I had not considered the full value of my show windows. But I then began to pay more attention to them, to change the displays more frequently, and frequently to put in some real bargains.

"After that even a much greater percentage of those to whom I put my question, said they saw it in the window, and it was not necessarily in the window at the time they bought it either, although that was frequently the case.

"But the great importance of my windows came to me suddenly. I was fairly dazed, especially at the result of my special effort to make my windows effective. I spent three hundred dollars improving the front of the building I am now in—and it does not belong to me—just to get more and better window display space.

"Then I began a series of special sales, using only my windows for advertising."

SELLING POWER OF GOOD DISPLAY.

Good display does not make merchandise more valuable—but it does make it much more salable. And this is particularly true of merchandise in the interior furnishing field. It is the appearance that counts. A customer going into a well-arranged department is at once impressed with the beauty of the goods—with their charm—and immediately thinks of them as more meritorious and on a higher plane than just "merchandise."

Some department managers have a keen sense of the fitness of things, and know just how to give their displays the greatest selling value. They have a knack for bringing strong colors into contrast—of playing one article against another—of seizing the vital part of an article and making the ensemble stand forth prominently with an irresistible charm. They create an atmosphere, as it were, that works a wonderful influence on the customer. It is all impression—all appearance—of course, but its effect is quite apparent on the mind. And, after all, this is the very desideratum wanted, for unless one is in the proper mind, one does not buy. Some merchants are so alive to the possibilities and merits of proper display that they actually make a study of it. They examine and criticize their own department, and they journey through other stores in their town just to pick up pointers for their own displays. The result of this study is obvious. They get new angles for their own arrangements which constantly keeps them alive and up-to-the-minute.

A well-dressed, clean-cut, vigorous-looking salesman is never at a loss for an audience. And a well-arranged, carefully thought-out, "snappy" display always attracts the attention of the actual customer and the passer-by. On the other hand, the poorly thought out display detracts not alone from the surroundings, but from the superficial value of the goods themselves, for it takes away that vigor impression which is so essential to the sale of all merchandise.

Successful Window Displays Must Sell Goods

THE success of window advertising is easily noticed by the effect the different store windows have, their attractiveness, and their selling power. The store that gets steady patronage to-day has a window display and front reflecting prosperity, progress and success.

Within the past twenty years there has been a noticeable improvement in store fronts in all large cities. In old times the style, if such it might be called, was to lay the goods in the window on the floor. The goods all formed a heterogeneous mass. To-day, the most practical demonstration possible is given the lines to be advertised, and window advertising and newspaper advertising are so closely connected that usually the two fields are used simultaneously.

The punch in window advertising, the same as in newspaper advertising, is nothing less than the best, most attractive, and interesting impression, striking hard and sinking deep, caused by the advertising method. Window advertising to-day is but an evolution of the old time peddler's way of getting business. The days are not so remote when the tin peddler drove to the gate, and, letting down the different doors of his wagon, displayed his wares; still earlier customs were for the peddler to first gain admission to the



A suggestive window for a bedroom suite display.

castle or cottage and create desire of ownership as he arranged his merchandise before the members of the house, often on the floor.

Successful window advertising cannot be expected if the campaign is carried on by any other than the most modern and up-to-date methods. Old-fashioned windows and narrow ledges and bottoms will not do.

In advertising, there are just two classes, leaders and trailers. The leaders get the profits and the trailers have hard work to keep square. The modern store has a fresh and neat appearance on approach; and large, one-pane windows have taken the place of the five and six paned ones of twenty years ago. This form of advertising requires time for execution. A day is not too much to spend on some complicated lines in securing the public's admitted punch in window advertising.

The window itself should be of good depth, six feet or a little more, and dust proof and well lighted. Window fixtures are a prime necessity; good work cannot be done without fixtures. These fixtures are not an expensive investment if properly cared for, and a suitable room should be set apart for their keeping, and the working out of the decorator's idea. More than anything else and quite indispensable are the stands and price card holders.

Every commodity has its particular style of exhibition for advertising. The same rules apply to all lines. Don't overcrowd, and observe the rules of balance and symmetry, massing and color harmony.

Window advertising must be original or in spite of the best copyist it will have a flat characteristic. The highest selling power of the window is achieved along the lines of originality, and when decorated by this method, the attaching of price tickets complete the scheme.

In these days of modern store keeping, the dealer has everything to encourage him. He is not dealing with a multitude of unappreciative beings, but people who know good service and good values, and are certainly patrons when they get the real punch in window advertising.

SHOW WINDOW BACKGROUNDS.

The "American Architect" has printed the following as to the amount of light given by different colored show window backgrounds:

Dark blue reflects 6½ per cent. of the light falling upon it; dark green, about 10 per cent.; pale red, a little more than 6 per cent.; dark yellow, 20 per cent.; pale blue, 30 per cent.; pale yellow, 40 per cent.; pale green, 46½ per cent.; pale orange, nearly 55 per cent.; and pale white, 70 per cent.

A window finished in light oak can be lighted with much less wastage than a window finished in dark mahogany; likewise, a window in which white goods are displayed can be lighted much more economically than a window for a display of dark clothing, furniture or hardware, such as stoves, tools and goods of a like nature.

MAKE WINDOW FRONTS EFFECTIVE.

The progressive store-keeper is alive to the possibilities of drawing trade by effective show windows. Not only are new buildings being designed with the most approved windows but old fronts are being reconstructed with modern features that greatly increase the amount of space available for displays. Plans have been worked out for showing the displays under the most favorable circumstances so that the public may view the goods under cover. Out of the current of hurrying street crowds, in a quiet arcade entrance or in the space around a circular "island" case or following the detour of a serpentine window the shopper can take her time to examine new goods, compare prices, and make her calculations before entering the store. Not only do such windows afford an opportunity for the prospective customer to examine the displays but they frequently catch the eye of the casual passersby and induct them to enter the store.

A store that lacks its own individual personality cannot be expected to become a leader. And the personality is not all found in the proprietor or in his salesmen. Some of it lies in the store itself. The windows and their arrangement, the methods of display on the floor, the lighting of the several rooms—all these play their part in making up the personality of the store. If the personality of your store is not distinctive, better make some changes.

GOOD ADVERTISING INCREASES SALES

What authorities think of advertising—Great factor in commercial progress—Keeping at it

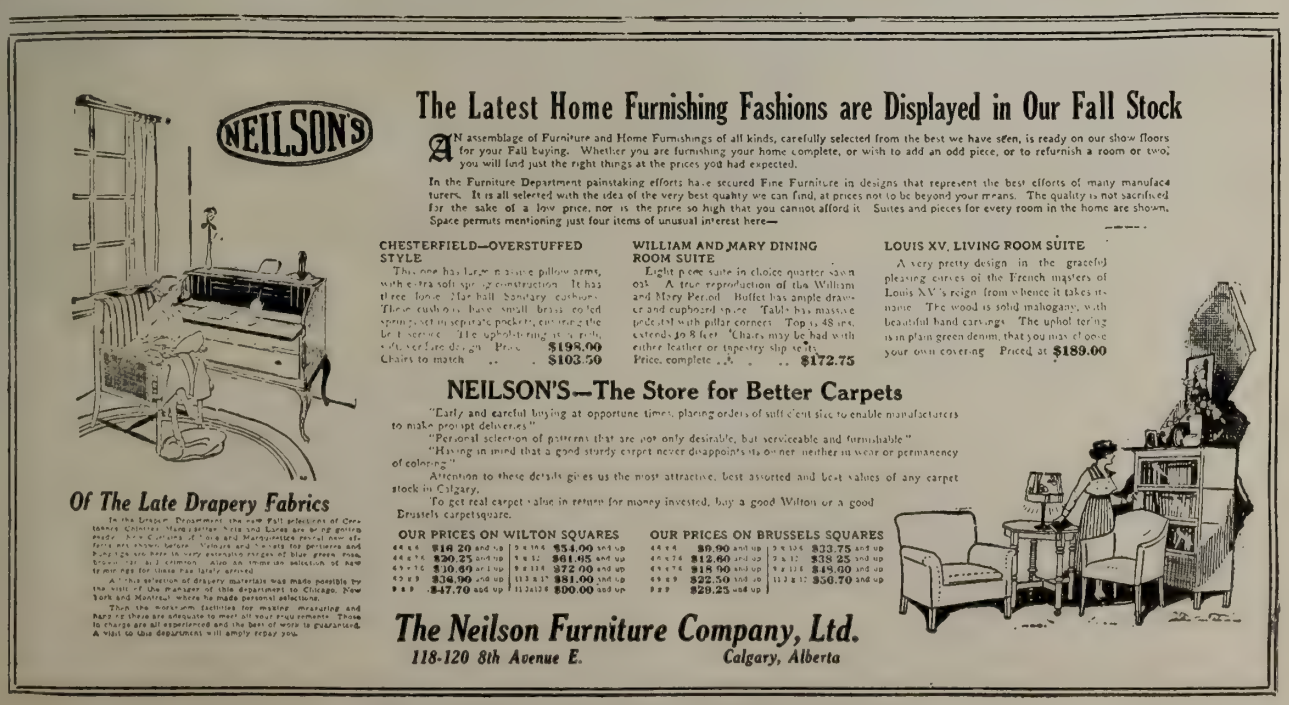
DOES my business, as it is now being conducted, show progress, or is it just moving along without making my competitors "sit up and take notice"? Am I accomplishing anything or getting anywhere? Will my business at the close of the year show any growth? These are questions which are certain to arise in the mind of every business man. The answers to them will measure the difference between the progressive business man and the unprogressive—the man who advertises constantly and the man who does not. This is no haphazard statement. It is backed up by the most eminent authorities.

The great Macaulay realized the tremendous value of advertising when he said, "Advertising is to business what steam is to machinery." William Ewart Gladstone, the great British statesman, held the same opinion in a statement which he made shortly before his death. "Publicity," he said, "is an enormous power in business, and nothing can make money without it, save a mint." Lord Roseberry, when premier of England, stated to his cabinet on one occasion that advertising was the advance agent of prosperity, and that it was unquestionably the most wonderful modern commercial agency. Horace Greeley once remarked that to neglect to advertise was like resolving never to travel by steam or to communicate by telegraph. John Wanamaker, one of the greatest advertisers in the world, says, "It is impossible to build a large business to-day without publicity." These are the opinions of men who knew and know whereof they spoke and speak, who have proved their assertions to be absolutely correct and who did not and do not fear contradiction.

Advertising is the greatest factor in commercial progress. It tells things that even the best salesman forgets to mention. It introduces the goods as well as the salesman. It insures for the salesman a hearing when he reaches the prospective customer. It brings orders when the salesman is not on the ground. It supports the salesman in his statements to the customer. It cements the friendship between the seller and the buyer. It creates respect for the firm as well as for the firm's representative. In short, it does everything that the salesman can do and a great deal more.

The successful advertiser, however, is the one who sticks, who does not expect great things at the start, who keeps everlastingly at it and who does not curtail his advertising when business is good nor cut it down when business is bad. The human mind is like a fertile field. Sow the seed, keep watering it and it will take root and grow. In due time the harvest comes, but it cannot be expected a few days or weeks after the seed has been sown. With advertising as with everything else, the sticker is the winner.

Is it any wonder that the public likes to purchase goods that are advertised and bear a trade-mark? The trade-mark is not simply a device of the manufacturer to help the purchaser buy his goods; it is also the manufacturer's guarantee of the quality of his goods. When you buy trade-marked merchandise you know with whom you are doing business. You can be reasonably sure that you are getting goods of merit. Advertising is the twin of the trade-mark. It exploits its virtues and puts a knowledge of the trade-mark where the goods themselves have never been seen. There may be nothing in a name until it is advertised, then it may become a household word and be worth millions of dollars. The value of advertising cannot be estimated. It is indispensable to every successful business.



How a Canadian furniture dealer advertises his fall stock.

Write Your Ads. to the Women

Now, people buy according to fairly well predetermined notions. I mean women when I say people. Of course men buy sometimes, but women do about 80 per cent. of all the buying that is done. The average customer is the feminine because they exert the greatest influence. Someone told me the other day that he found out that 86 per cent. of the sales in a department store had been made on reference by women; that is, women had been there to help make the sales.

Therefore, let us write our ads to the women. After all she controls the world. I came down to my office one morning when I was writing ads for a department store. Someone had opened the desk and put a plaster-



A U.S. example of fall advertising.

of-paris figure of a woman on my desk. I didn't exactly fall in love with the woman like the fellow that fell in love with the girl on the calendar, but it did give me an object on which to visualize my ad, and I believe if we can visualize the need and want of our average customer and write our ads to that particular individual, we are going to be better off.

First of all then get out the merchandise and look at it. Let us go to the manufacturers and ask them regarding this merchandise because they ought to know more about the goods than anybody else. Let us go to the salespeople and find out what they have to say. We may be able to make up a phrase or idea from this investigation that will help. Let us go to our public libraries. You will be surprised to find what a vast amount of information is there.

Why it it that the same article shown in three different stores brings three different prices and the store that asks the highest price sells the most of it? It isn't the intrinsic value of the merchandise itself. There was something more than that; it was the store service, and there was a little more value.

Value is only a relative term anyway. It depends on how badly the customer wants the goods, whether he or she will buy or not. Take water, for instance! You can go down the river and get all the water you want without cost, but have it delivered at your home as spring water and it costs 15c a bottle, or 5c a bottle, or 10c a bottle. You know it all depends on how badly you want it. Isn't that just as true of other things? Isn't it true that if we can make things more attractive by their display and dwell upon the service that goes with them, that we are entitled to a little bit more revenue, and isn't that what you and I are in business for? So let us realize that there is something in the way in which we do our advertising.

I believe we can learn from the mail order houses. and get a lesson from those that do these things. We can find out how they describe and illustrate. We will notice one thing in particular, and that is there is very little left for the customer to imagine. They give as complete details as it is possible to give because they believe that anybody who is going to purchase anything ought to know as much about it as they can. There is always a reason for anything, and if we can only get at those reasons and give time and effort to the study of advertising it will be a wonderful assistance.

WHAT ADVERTISING WILL DO.

Many are the claims that have been made for advertising, and some of these claims are wildly extravagant. Advertising—rightly done—will increase a man's business, provided the other conditions are right. But the man who expects his advertising to compensate for his own deficiencies or those of his clerks is doomed to disappointment, because advertising is not intended for this.

Retail advertising is intended to accomplish one thing—to increase the merchant's sales and profits.

In doing this it must have a fair show. First, the medium must be of such a character that it will meet with a good reception by the prospect, and the local newspaper is therefore the logical medium, provided it covers the territory properly. Where this is not the case, newspaper advertising will cost the merchant too much money, but this, of course, is a condition which is not always within the merchant's power to improve.

Advertising is advertising. If a man spends money to give his customers concrete illustrations of his store's power to give bargains, he is advertising just as legitimately—and perhaps more effectively—than the man who spends his money entirely for printer's ink.

"It takes salesmanship," remarks Frederic W. Aldred "to key up and keep up sales at a profit today, salesmanship in print, person, display, ideas, plans and management. Therefore the retail advertising manager has become a sales manager. Practical merchants do not care what problems are solved by advertising. What they want is results.

FURNITURE TRADE ENJOYS ACTIVITY

From The Toronto Globe

A phenomenal activity is being experienced by the Canadian furniture trade, yet still greater business is anticipated for the near future. In the United States the furniture factories have sufficient orders booked to keep the plants working at capacity until the end of the year. Canada also has orders for many months' output. This business is practically all for home requirements, and now the export possibilities are opening up in an unheard-of way. Resulting from these and various other conditions, the value of furniture is soaring, and, according to both manufacturers and retailers, the advances will continue for an indefinite period.

It is estimated by the manufacturers that furniture prices have increased about 50 per cent. in the past eighteen months, and about 100 per cent. since 1914. There are, of course, certain items which have not advanced so much, but other lines have a great deal more than doubled in price during this period. Common kitchen chairs were manufactured at a cost of about 39 cents prior to the war, as compared with approximately $1.10 to-day. This, however, is not the class of furniture wanted at present. The cheap lines are unsalable. When chairs were made at 39 cents there was a great demand for them. Arenas, for instance, ordered them by the thousands, but to-day these places use other kinds of seats. The householders have also discarded these cheap chairs, just as they have turned away from other lines of furniture that were sold at low figures. The demand is now for expensive dining-room chairs, better class tables, costly couches and odd pieces of furniture which in pre-war days were considered far beyond the artisans' reach.

"It has become next to impossible to sell cheap furniture," said a representative of both wholesalers and retailers. "The furniture factory failures of the past three or four years have been confined to those turning out the lower grades. The public has turned from birch and maple to oak and from cheap imitation wood to the very best quality. A suite costing $400 is easier to sell to-day than one costing half or quarter that amount. The people want quality and the price does not seem to enter into the question." As in the case of other lines of merchandise the big problem the retail store manager is faced with is securing the goods. Sales are easy to make, but buying is an entirely different matter. In more than one or two instances the manufacturers have so many orders on hand that they are refusing to book more. This is partly in order that they may not disappoint their customers through late deliveries, but the main reason is that future prices cannot be determined exactly. In fact few wholesalers are trying to anticipate future values and any orders accepted are subject to prices prevailing at time of delivery. This is far from a satisfactory system from the manufacturers', the wholesalers' or the retailers' point of view, yet it is the only solution, according to some of the factories that have withdrawn their price lists.

There are, however, a few manufacturers who prefer to discount material and factory costs and average the total increase over a period of three or six months. This system permits the retailer to determine the value of his stock on hand and know that when he makes a sale he will not have to pay a still greater sum to replace the article. Present prices are not worrying either the manufacturer or retailer half as much as the problem of future levels.

The export possibilities have not been thoroughly explored by the Canadian furniture manufacturers. Canada's furniture output is probably about $15,000,000 per year, according to present prices. This amount of furniture is expected to be required by the returned soldiers alone. The furniture orders for soldiers in the next fifteen months or so are estimated at $30,000,000, or approximately two years' output. Added to these orders will be the requirements for the balance of the population. In view of this business the Canadian furniture manufacturers are not going after export trade in the manner they would do if home consumption was below the supply.

One of the chief items to be taken into account by the furniture manufacturers is the cost of glass and mirror plate. Since 1914 it has been impossible to import British plate. Consequently all the imported glass has been the product of Americans, and has not been equal in quality nor quantity to the shipments made from England prior to the outbreak of hostilities. A still greater handicap has arisen. New style automobiles are calling for large quantities of glass. Motor car glass is not so



Dresser from an Adam bedroom suite, made by Canada Furniture Manufacturers, in gumwood. It comes in various finishes—walnut, satin walnut, natural or mahogany, also white, ivory, or antique ivory enamel.

difficult to make as mirror plate, and as a result the manufacturers prefer to devote their attention to it rather than continue in the mirror plate class. By reason of these conditions mirror plate has advanced 40 per cent. The new prices are now in effect and add 8 or 10 per cent. to the value of dressers and some other lines of furniture.

Another big item in the cost of furniture is the value of oak. Lumber in general has advanced about 20 per cent. recently, but quarter-cut oak has added an even greater percentage to its value. Present figures for first and second-grade, quarter-cut oak are around $210, while the same grades in plain oak sell around $118 and $120 per thousand feet. These figures are more than double those of pre-war dates, but it is said that still higher quotations will be brought about shortly. Furniture dealers say that this commodity is so scarce that they quite expect to pay $250 per thousand feet next spring. Last year the supply of oak was only about 25 per cent. of the normal amount, and this year's stocks are said to be even smaller. So high have the quarter-cut oak figures risen that the manufacturers claim they can turn out a five-ply oak veneer, using the plain oak as the centre wood, cheaper than they can make a solid quarter-cut article, which is not as good owing to its tendency to warp.

Furniture manufacturers point to the upward trend of wages as a circumstance which has, and will add, greatly to the cost of furnishing a home. Upholsterers' and cabinet-makers' wages have increased about twenty per cent. since the first of the year. In some cases the increase has partly taken the form of shorter hours. Ten hours was the general day in furniture factories. Now it is nine hours, and the eight-hour day is a mere matter of time, probably four or six months. But even though the hours are to be shortened again, the manufacturers state that they are going to increase the actual dollars per week. "The furniture trade has paid very small wages in the past," they say, "but in the future it must pay equal to other trades in order to keep the men. Since the advent of motor cars, it has been next to impossible to keep good cabinet-makers or first-class upholsterers. The automobile trade requires the same artisans that the furniture manufacturer needs and as theirs is a better-paying business, they are able to steal our men, by offering them more money. Even though the motor trade has thousands and thousands of upholsterers, it has trained scarcely a single man. So that it is quite apparent that higher wages must be paid by the furniture factories in order to keep the men we have trained, and to attract others."

The furniture industry is emerging from a "low-ebb state," and is placing itself on a paying business. It is said that figures tabulated by fifty-five factories show that from 1914 to 1917 the profits were less than two per cent. on the turnover. In the case of some other firms the cost of production was in excess of sale prices. "The demand for furniture is so great just now that the factories are getting on their feet and are beginning to acquire improved machinery, which will enable the manufacturers to cut down the cost and place the whole industry on a proper paying basis."

WEST WANTS A TRADE COMMISSION.

The demand for a foreign trade commission to represent the Western provinces of Canada, exclusively, originated by the Alberta Industrial Development Association and urged by the president of that organization in many special addresses before public bodies, according to report from Calgary, seems to be certain of fulfillment, if one may judge by advices received at the headquarters of the Canadian Industrial Congress from many sources. Advices to this effect have been received from Winnipeg, from Vancouver and even from Ottawa, and it is believed that many of the members of the Dominion Government look with favor on the idea.

The proposal for a foreign trade commission for the West was originated by Major M. A. Brown of Medicine Hat, president of the Alberta Industrial Association. It is based on the belief that only by a proper investigation of the foreign markets for Western Canadian products can the West build up industry to its maximum. Such an investigation, it is explained, would deal specifically with those possible markets for Canadian products lying on and adjacent to Pacific Ocean routes of traffic and the vast undeveloped Oriental marts.

Mayor Brown holds to the belief that eventually Western Canada will some day be manufacturing on a larger scale than Eastern Canada because of the great potentialities in this connection in China and Japan as well as along the western coast of South America and in Australia. "The world does not realize," Mr. Brown points out, "that one-seventh of the population of the globe is living and striving and working along the banks of one river alone in China. The possibility of the development of this wonderful market is just one aspect of the great trade which Western Canada and the western portion of the United States will have the great opportunity to deal with. Great economists of the day, men with vision, see the development of the Pacific regions as the most striking aspect of the future of our continent. I may add that by Pacific regions I include those inland empires such as our own, Alberta."

Strong support is being given the project for a Western foreign trade commission especially in Vancouver, Victoria, Seattle, Portland and other Western cities, as well as Winnipeg, Regina and Saskatoon.

ALBERTA INDUSTRIAL CONGRESS.

The Alberta-Canadian Industrial Congress, held at Calgary, last week, assumed a phase of international importance as a number of the chambers of commerce of the United States sent delegations. A special representation from Japan was accompanied by delegates from the Japanese Club of Seattle and a corresponding organization from San Francisco. A Japanese speaker was on the program for a brief address bearing on the relation between Japan and the United States and Canada.

LEATHER FOR GERMANY.

The American leather interests are preparing to resume trade with Germany in the near future according to information available in leather circles, although nothing appears to have been done by any of the big export houses that could be regarded as a definite step in the resumption of trade relations. Several large firms will probably send some of their European representatives to Germany to look into the situation and report to their houses here.

The surest way to qualify for the job just ahead is to work a little harder than anyone else on the job one is holding down.

HOW WE KEEP BUSINESS IN OUR TOWN

By H. G. Prior, Portage la Prairie, Man.

IN the first place we advertise. Truthful advertisments, intelligently written and attractively displayed, backed up by merchandise that is dependable, and as described in the advertisement, is to us one of the most effective ways of getting and keeping business at home.

People to-day, and especially the ladies, take great interest in the different news items submitted by the merchants, learning therefrom what is the prevailing style, where it can be procured, and what it will cost. As a firm we make ourselves known to more people, and more people become acquainted with our store through advertising in our local paper, than in any other way. To be well and favorably known means an increase of business for us.

An efficient staff of employees is a very strong factor in the getting of business and of keeping it at home. Service is the keynote of this store. Many of our customers consider the service rendered by our staff more than our prices, though we give careful attention to both.

The appearance of our store has been a big drawing card. A stock well kept shows that life exists in the store. Goods arranged for display in wondows, on ledges and in show-cases attract many people to the store who eventually become regular customers.

A feeling of good-will and patriotism toward other merchants in our city has been of great value in the building up of our home trade. If we, as merchants, do not loyally support our fellow merchants when requiring lines such as they sell, we cannot in return expect to receive the patronage of them, nor will we receive the support from the people of the community that we would otherwise receive. We advocate, buy at home, and we must practice it.

Co-operation between customer and merchant is most necessary. If each day we show a spirit of brotherhood toward our customers, show them that we are interested in the welfare of men generally, interested also in the development of the city in which we live, and not live to ourselves alone, we in this way gain the confidence of the people and receive the support of many who otherwise might be inclined to send their money and business out of the city.

Eliminating the credit system is helping our business at home. The credit system has too many leak holes. The cash system has many advantages. By adopting the cash system we reduce overhead charges, dispose of bad debts, avoid mistakes in connection with accounts, remove the temptation of the fraudulent customer who procures goods under false pretences, governs the buyer who has a limited income, enables the merchant to pay cash for his stock of merchandise, which means lower prices to merchant and customer, and closer prices means a bigger volume of business in our home store and city.

A COMMUNITY PLEDGE.

Here's a city building idea from a town in Alberta that might be applied elsewhere. Down in that once inactive town which is now growing by leaps and bounds what is known as a "community pledge" has been issued. The pledge is as follows:

I hereby solemnly pledge myself to do my part in supporting (.....), her industries and enterprises.

I pledge myself not to send away from (.....) for anything that I can buy here (all things being equal). Furthermore, I will do all I can to persuade my friends, relatives and acquaintance to do likewise.

I will co-operate with my fellow citizens in every move made for our common betterment. I will think and express only good thoughts about the city which is good enough for me to live in.

I will talk prosperity and think prosperity about my city and its future.

Signed .....

The pledge embodies a spirit that makes cities grow and people more united and prosperous. The big happy family idea is the best tonic ever prescribed for a city.

DEALERS SHOULD REMEMBER THAT

It is safe to say the man who saves will have an umbrella for the rainy day.

Opportunities are made, not bought. We envy the man who has capital; we should envy the man who has ideas.

The best bosses don't boss.

It's "some man" who can come in the morning wearing a smile, and go home at night still using it.

When you look upon your job as work, instead of an occupation that you would rather be in than anything else in the world, it is time to get another job or change your attitude.

WHY I BUY AT HOME.

Because my interests are here.

Because the community that is good enough for me to live in is good enough for me to buy in.

Because I want to see the goods I am buying.

Because I want to get what I buy when I pay for it.

Because if ill-luck, misfortune or bereavement comes, the merchant I buy from is here with his kindly expression of greeting, his words of cheer, and if needed, his pocketbook.—B.

WHAT ADVERTISING SHOULD DO.

What should advertising do? According to Prof. Perry F. Nichols of the University of Wisconsin the merchant who would successfully advertise should do three things:

First: He must analyze his merchandise to find out its selling points; and must then analyze his prospective customers in order to know which selling points will appeal most strongly to them.

Second: He must tell the story of his merchandise in an intelligent and appealing manner in order to arouse the buying desire of his audience.

Third: He must select an effective medium to take his message to the public.

KNOBS *of* NEWS

R. N. Tombyll, upholsterer, Montreal, has been registered.

Arthur Sequin, furniture dealer, Montreal, has been registered.

The Provincial Machinery Co., plan to manufacture talking machines at St. Thomas, Ont.

J. C. Webster has moved his furniture business into a new and larger store at Smith's Falls, Ont.

The Wettelings Co., musical instrument dealers, Welland, Ont., are succeeded by Wm. Wettelings.

Layton Bros., Montreal, employees recently held their first annual picnic, going by steamer to Lavaltrie.

Prattephone, Ltd., St. Jerome, Que., has been incorporated to buy, sell and manufacture talking machines with a capital of $49,000.

Albert Bienjouetti has been appointed manager of the talking machine and music departments of N. G. Valiquette, Ltd., Montreal.

The talking machine men of New York, New Jersey and Connecticut have formed a service bureau which it is hoped will be of use to its members.

H. B. Foreman, has bought the business of the Osborne Phonograph Co., opened over two years ago by F. H. Osborne, on Broadview Avenue, Toronto.

J. B. O'Brien has resumed the management of the talking machine department of C. W. Lindsay, Ltd., Ottawa, after doing "his bit" for a number of years in France.

McNiven & York, 125 Wyndham Street, Guelph, are preparing to submit to the public in the near future an appliance to fit on baby carriages in the winter. They tried this appliance out last winter with great success and are preparing to manufacture same on a large scale this fall. They already have salesmen on the road.

Mr. Gofine, of Gofine & Co., Winnipeg, is at present visiting Ontario points on a tour of the different factories, looking for stock for his firm. He reports business conditions in the West as splendid, little effect being felt from the late big strike. Most of the furniture business comes from returned men starting housekeeping again.

SHIP RECORDS BY AIRPLANE.

At the inauguration of the first aerial transportation service in Boston one of the talking machine companies sent a shipment of records from Franklin Field to Swampscott in one of the planes operated by the North Shore Aerial Transportation Co.

ANTICIPATE BIG FURNITURE BUYING IN WEST

An important consideration for the trade, according to Mr. Chas. A. Moore, who recently made a trip through the West, is that there is a lack of houses in all sections west of the Great Lakes. As soon as the building trades get settled as to what they want in the wage line, Mr. Moore believes there will be a big boom in house building, and of course these new houses will need new furniture. This means that the demand for furniture will be enormous.

RESALE PRICE IN LEGISLATION.

A bill has been introduced into the U.S. House of Representatives which treats in a broad way the much-discussed question of price maintenance and resale prices in a way which is expected to meet with the approval of manufacturers. This new bill differs from the former Stephens bill in that it provides for the enforcement of its provisions regarding resale price maintenance.

SPLENDIDLY CONCEIVED MEMORIAL.

One of the outstanding features of the Peace Celebration at Truro, N.S. was an immense cenotaph or temporary memorial, which was erected on the Esplanade. This was surmounted with a gigantic casket, draped with the original flag that was carried overseas by the 17th Nova Scotia Battalion, with the First Canadian Contingent. The G.W.V.A. furnished a guard of honor, and the whole parade saluted on passing this point, after which the Last Post was sounded. On the



Cenotaph erected by furniture dealers at Truro.

four sides of the monument ran the inscription "To Our Heroes Who Died That We Might Live In Peace," and it was decorated with four large laurel wreaths and with many floral tributes from relatives of the fallen. The memorial was designed by Mr. E. D. Vernon, of Vernon & Co., furniture dealers, and the casket and drapery work were artistically carried out by Mr. J. C. B. Olive, funeral director.

HE CAUGHT THEM ALL RIGHT.

Louie Yolles says that Dave Souter, in taking his picture with cup in hand should not have sent it broadcast. Dave, said Louis, had experienced bad luck fishing on the Clear, and on his way home he called at a fish store and said to the proprietor:

"Just stand over there and throw me five of the biggest of those trout!"

"Throw 'em? What for?" asked the man in amazement.

"So I can tell the family I caught 'em. I may be a poor fisherman, but I'm no liar." That explains Dave's big catch.

THE IMPORTANCE OF GOOD BUYING

What it involves and what it means to a business—Good judgment necessary—Relation of buying to contracting debt.

One of the most interesting problems in commercial affairs is why so small a percentage of retail merchants succeed even to the extent of remaining in business and meeting in full their obligations, though they go into business presumably expecting to do better than make both ends meet.

The answer to this problem is that men rush into business ventures with an idea that it is a very simple matter to run a business, and that the only elements that really enter into it are buying and selling.

We would not entrust a machine for motive or productive power to an unskilled laborer if safety and success are to be assured, and so it is that the business machine breaks down and brings disappointment to the unskilled and unfitted operator.

In this country there is too much reliance upon native shrewdness. Men confuse shrewdness with skill, thinking they are identical, but they are not, for while shrewdness may be a source of reliance in time of emergency, it is skill—or honest, energetic application of common sense, knowledge, and experience to the task in hand—that builds substantially and makes for successful operation.

Buying is the fuel of the business machine, and should be the first subject for the exercise of skill upon the part of the retail merchant. If good judgment is not used as to quality or quantity the business machine will be deficient in profit-producing power. There is a homely but pertinent maxim, "Goods well bought are half sold." It takes skill, with all that that word implies, to compass this first requisite of profitable business. Present-day competition calls for such skill as men never had to exercise before to satisfy rapidly changing tastes and needs of the consumer, and create new demands which the merchants must arrange to satisfy.

This leads us to consider the relation of buying to the important feature of creating a debt, for the meeting of which provision must be constantly made. A debt contracted, known commercially as a credit, has two terminals—that when the debt is contracted or the credit extended, and that when the credit is redeemed or the debt extinguished—and there can be no safe and successful start from the first terminal without having the second distinctly in view.

Dependence cannot be placed upon Providence or chance to extinguish the debt. Retail merchants fail and are unsuccessful because they overbuy or lack the skill properly to adjust purchases to the selling power of their business or to their available capital, which eventually brings about embarrassment due to disproportion of matured obligations to likely or available assets. Overbuying or inflation of stock is the danger against which every merchant must constantly struggle.

Therefore the merchant must first determine the safe purchasing power of his capital—must know how often it is necessary for the stock or capital to be turned over each year, so that his credit obligations may be properly provided for, the largest discounts availed of, and the expense of depreciation for undesirable and out-of-date goods kept at a minimum.

As a final word, for it cannot be too frequently dwelt upon, success in retail merchandising is in proportion to good buying, for upon it depends the rapid turn-over of capital, the securing of best discounts, and a reasonable net profit.

ANOTHER MAN WITH THE WRONG IDEA.

A cutter in a tailoring department of a clothier, being paid $20.00 per week, decided he would give up working for others and open up a tailoring establishment of his own. The first week he sold three suits at $30.00 each, cut and made them and collected the money. He was more than gratified at the result of his first week in business on his own account.

"I have been working for years," he said, "for $20.00 a week, and the first week I am working for myself I make $90.00."

He immediately started to have a good time on his first week's "earnings."

A few weeks afterwards he was back cutting in his old department at $18.00 a week.

These cases are extreme, but it shows the kind of opposition some merchants have in their towns.

THE STICKER.

It's easy to cry that you're beaten, and die,
It's easy to crawfish and crawl,
But to fight and to fight when hope's out of sight,
Why, that's the best game of them all.

And though you come out of each gruelling bout
All broken and beaten and scarred—
Just have one more try. It's dead easy to die,
It's keeping on living that's hard.

Every dealer should keep up the campaign for music in his locality.

Expert salesmanship means realizing an opportunity—those possessing it win.

TABLE FOR FINDING THE SELLING PRICE OF ANY ARTICLE

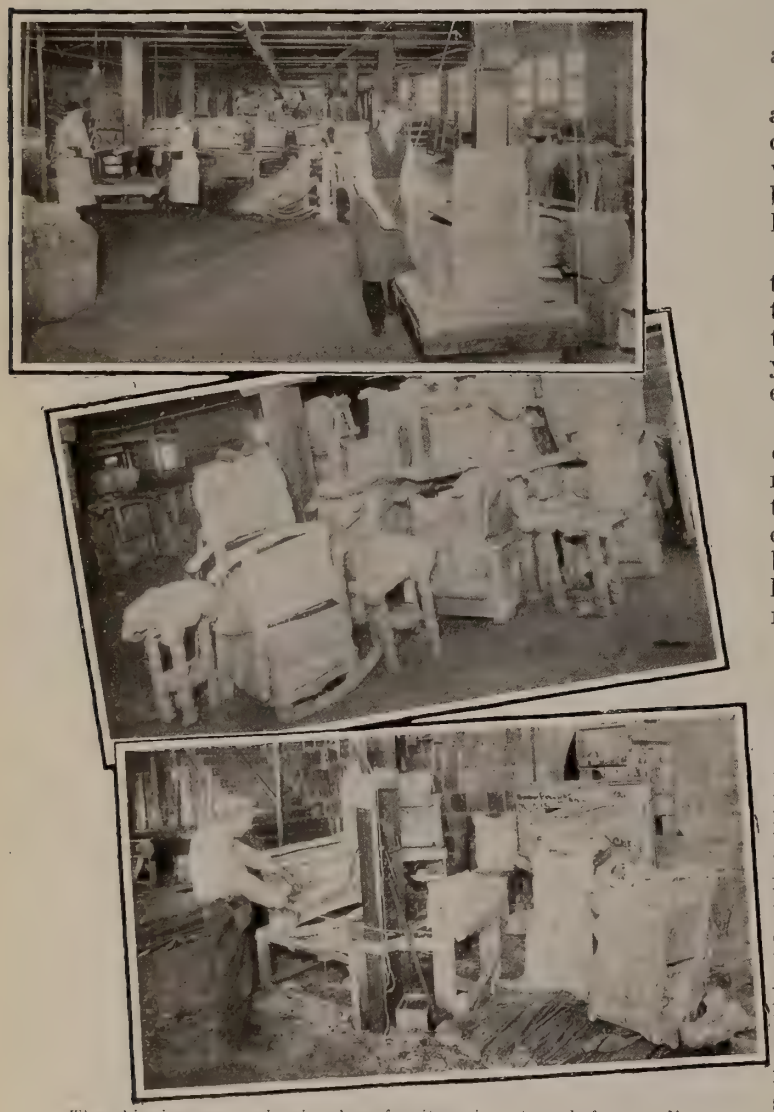
COST TO DO BUSINESS	NET PER CENT PROFIT DESIRED																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	20	25	30	35	40	50
15%	84	83	82	81	80	79	78	77	76	75	74	73	72	71	70	65	60	55	50	45	35
16%	83	82	81	80	79	78	77	76	75	74	73	72	71	70	69	64	59	54	49	44	34
17%	82	81	80	79	78	77	76	75	74	73	72	71	70	69	68	63	58	53	48	43	33
18%	81	80	79	78	77	76	75	74	73	72	71	70	69	68	67	62	57	52	47	42	32
19%	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	61	56	51	46	41	31
20%	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	60	55	50	45	40	30
21%	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	59	54	49	44	39	29
22%	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	58	53	48	43	38	28
23%	76	75	74	73	72	71	70	69	68	67	66	65	64	63	62	57	52	47	42	37	27
24%	75	74	73	72	71	70	69	68	67	66	65	64	63	62	61	56	51	46	41	36	26
25%	74	73	72	71	70	69	68	67	66	65	64	63	62	61	60	55	50	45	40	35	25

COURTESY OF COST EDUCATIONAL ASSOCIATION

HOW A U.S. FURNITURE FACTORY DOES THINGS

Over at Fayetteville, just outside of Syracuse, New York, is located the plant of L. & J. G. Stickley, Inc., manufacturers of fine mission furniture.

In these days of sharp competition, this company rigidly adhered to the policy of quality before price and it is quite noticeable that this concern pays particular attention to the small as well as the large things



The shipping room, showing how furniture is put up before sending out in shipment.

—not a single thing is overlooked, even to the details of finishing and construction of cushions, chair seats, etc.

In the shipping of their product, considerable quantities of twine are used, in order to make sure that the furniture will reach its destination in perfect condition.

DEVELOP YOUR PROSPECT LIST.

Your prospect list maps the possibilities of your business. Preparation of such a list is the first step in campaigning for more business. It's the basis of all sales campaigns, foundation of all advertising and selling plans. Also it's a business asset of real ledger value.

Begin by dividing your community into sections. Get down in each instance the name, address and phone number and person to be seen. Keep your list of customers and prospective customers separated. Provide facilities for recording all advertising sent to such prospects, their attitude when interviewed, as well as sales made to them. If possible, further classify those on your lists according to your understanding of their needs. Then work your prospect list. Its value is in the use you make of profits. Your campaigning for business supplies the key that opens the door to those profits.

SELLING DAVENPORTS.

A manufacturer of davenports in addressing dealers and their salesmen, gave this advice:

"Certain manufacturers of kitchen cabinets, refrigerators and stoves, have proven that the prospective purchaser—'lookers,' as you call them—who walks out with the excuse, 'I want to look around a little,' has become practically extinct where the salesman knew his line!

"When a man or a woman enters your store and asks to see a bed davenport he or she is looking for information. If you have it to give—if your talk is informative, in addition to being intelligent and convincing, you are going to close a sale ninety-seven times out of every hundred. There is no question about that at all.

"It is practically impossible for any man to be thoroughly informed on every article to be found in the modern furniture store, but such lines as the ones mentioned, and bed davenports—all lines that must be demonstrated to the customer—a salesman simply must be thoroughly posted on if he is not going to have his looker walk out on him."—Southern Furniture Journal.

PERSONAL SERVICE EFFECTIVE.

One particularly popular furniture dealer in Massachusetts, says C.T.H. in Grand Rapids Furniture Record, makes it a point to follow up sales with a sincere personal service, a feature he finds effective in retaining the customer's good-will. Moreover, it tends to increase his future business from customers already satisfied; the buyer is so impressed with the dealer's desire to give satisfaction that he is prompted to place all his orders with that store. The sales are followed up both by letter and by personal call. If a young couple had purchased, say, a complete outfit for home furnishing, the dealer in two or three months' time visits their home, to ask if the furniture is giving thorough satisfaction and to make any adjustment that may be necessary. Such interest is more than appreciated, resulting in a most pleasant business relation between customer and merchants. Even direct sales have been traced to these visits. The same plan is carried out with his stove department. Two months after the purchase of a stove the dealer sends the customer a letter with a return card attached for the recipient to use if the stove is not giving full satisfaction. Many times the complaint results from ignorance on the part of the customer in running the stove, which is diplomatically adjusted. These personal visits, account for much of his profitable popularity.

Visitor—What lovely furniture!

Johnny—Yes, I think the man we bought it from is sorry now he sold it; anyway, he's always calling.

Milwaukee furniture dealers took advantage of a "Style Week" in that city to forward styles of furniture and so add to sales.

Eight Good Rules for Furniture Clerks

By ONE OF THEM

First: You must be a live clerk.

Second: You must be honest and upright in every respect. Do not be mixing in all kinds of games or tricks or unbecoming sports; and always tell your customers the truth even if you do not make a sale. They will learn in a short time that you are honest and that is the kind that wins in the long run.

Third: Never be above doing any kind of work that might fall to you in the business. I have been on the delivery wagon, set up stoves, collected, marked up goods—in fact, worked all around the board.

Fourth: Inside the store—keep up stock. Do not buy in large quantities but keep it coming in all the time.

Fifth: Trim the windows once a week and make them just as attractive as possible; a good window is half the battle.

Sixth: After showing a piece of furniture to a customer always put it back in its proper place.

Seventh: I think the manager ought to be just as live as the clerks or a little more so. and should encourage his clerks as much as possible, for every little bit helps.

Eighth: Always be prompt in filling orders and do not tell your customer that you can deliver an article in a certain time and then never think about it until he calls up on the phone and gives you a war story about a yard long. That kind of business gets old and will lose you money.

Now I always lived on a farm until a little over a year ago when I came to Weston and became a retail clerk. I like it very much, but I certainly had a trial of it when I began; but I hope to reach the top of the ladder bye and bye.

SALESMAN'S ALPHABET

S is for Service—give and you'll grow;
A is for Ability—it's yours when you know;
L is for Loyalty—be loyal and true;
E to Enthusiasm all things are due;
S is to Study each customer hard;
M is your Manhood—be ever on guard;
A is for Altruism, the father of Love;
N is for Nature, your gift from above;
S is for Strength with which to be blest;
H is for Honesty, the policy best;
I is Initiative strong—you need it to begin;
P is Perseverance, stick and you'll win.

—Business Success.

STUDY MEN

Some men have within them that which always spurs them on, some need artificial initiative, outside encouragement.

Some men extend themselves under stern discipline; some respond only to a gentle rein.

Some men need driving; some coaxing. Some need the spur; some the sugar lump.

Some men do their best with work piled shoulder high; some must have it given them a piece at a time.

Some men thrive on discouragement; some cannot work without cheerfulness.

Study men—the men over you, under you, around you.

Study them and learn how to get from each the most that is in him.

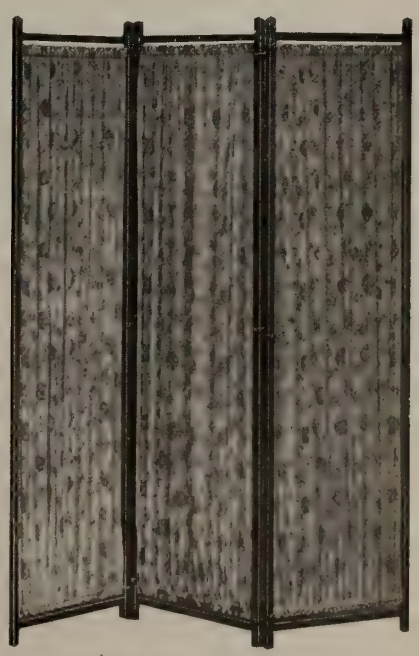
A NATURAL VERDICT

Jake Jackson, a native of Georgia, was summoned to court on an assault charge. The state brought into court the weapons used—a huge pole, a dagger, a pair of shears, a saw and a gun. Jackson's counsel produced as the complainant's weapons an axe, a shovel, a scythe, a hoe and a pair of tongs. The jury was out but a short while and returned with this verdict: "Resolved, that we, the jury, would have given five dollars to see the fight."



No. 103A

Illustrated are two screens from the line of the Stratford Manufacturing Company, Limited, of Stratford, Ont. These are a new line on the market and will prove ready sellers. No. 102 is made with oak frame and silkoline filler and No. 103A with oak frame and beaver board filler, covered with attractive wall papers.



No. 102.

Letters to the Editor

LUMBER GONE CRAZY.

Up to April and May oak and gumwood could be bought by the car around $120 and $60 per thousand feet board measure, plus 7½ per cent. war duty (which buyers considered a ridiculous price). In June they increased $10 or more, but about the first of July they increased fast on a sky-rocket course, till they finally went to over $200 and $110 respectively, this for 1st and 2nd quartered white oak, and 1st and 2nd plain red gum, with all other lumber more or less following (and principally more). The situation is at a very acute stage right now, with very little to be got even at these very high figures. The retailer should know, if he does not, that nearly all of the oak, and all of the gumwood comes from the Southern States, Mississippi, Arkansas, and thereabouts. The mills are just starting to cut gum now, and it will be some time before any is on the market, as it takes months to get it in usable condition.

An astounding, extraordinary and almost unbelievable condition now exists. The output of most lumber was greatly curtailed during the war, continuous rainy weather in the south, during the early part of 1919 has prevented the cutting of gumwood; European buyers have appeared and bought for export everything in good gum and oak in sight, paying unheard of prices on account of the absolute dearth of lumber at home, and prices will never drop to any extent, till Europe has some stock ahead, which will not be for many months. Europe is not only buying lumber, but also buying at almost any price asked, the finished articles made of lumber, such as furniture, picture frames, moulding, etc., etc. This, along with the high wages being paid, and scarcity of skilled labor, which is as great as during the war, on account of the larger volume of orders and shorter hours, must make for very much higher prices even of those sky high ones of the last few months.

The word to the retailer is this: Do not take high prices seriously, in spite of the high cost of living, the working man and others are getting more money than ever before and spending it freely; people are buying things they never before dreamt of, and as long as these conditions last business will be good and you will be able to get your price and keep on increasing your business. A. CORRESPONDENT.

SITUATION IN FURNITURE WORLD.

By A. K. KARPEN, Chicago.

A situation unparalleled in the history of the furniture industry seems to confront both dealers and manufacturers at the present time. What appears to be a veritable furniture hunger, if we may apply the term figuratively, looms up before the men who make and the men who sell furniture. For six months or more every wheel in the furniture-making industry has been turning ceaselessly; every workman willing to work has been employed to the limit of his capacity, and the normal facilities of factories everywhere have been strained to the utmost to produce—to meet in some measure the demands of the public expressed through the orders of dealers. It is not a theory that the makers of furniture have to grapple with; it is a condition and a serious one.

Ordinarily the price factor is a potent influence in determining the demand for an article. Raise the price even a little and there is some cessation of demand; raise it still more, and the demand will decrease or cease altogether, for the public will either get substitutes or get along without the article. But normal conditions of supply and demand have had no perceptible effect on the furniture market of this year. The demand has been incessant, and this despite price increases.

Dealers of many years experience in the trade confess themselves unable to solve the problem. It was naturally to be expected that with the ending of the war, or the signing of the armistice, there would be a big demand for furniture. Curtailed buying, the tendency to save or hoard money during the actual period of the war and wartime restrictions on dealers and manufacturers had a restraining effect, and when the situation is cleared big business was naturally expected. But not the volume which has since developed and which continues.

As was inevitably to be foreseen this unprecedented era of buying has had the effect of boosting prices everywhere. This is in plain harmony with the laws of supply and demand. Vastly increased demands on factories, whose production facilities are unprepared, meant partial distribution, for furniture plants cannot double themselves over night or spring up like mushrooms. The situation is analagous to the breaking of a dam behind which great bodies of water have been accumulating for years. An inundation is the result. Ordinary facilities are inadequate to cope with an extraordinary condition.

FURNITURE TRADE NOTES.

Mile End Furniture has been registered at Montreal.

The Toronto Feather & Bedding Supply Co. has been registered.

The Gerrard Furniture & Stove Co., Toronto, has been registered.

S. Bourassa & Fils, furniture dealers, Grand Mere, Que., have been registered.

A. M. Edelstein is discontinuing his statuary and picture framing business at Ottawa.

Etheridge Bros., manufacturers of toys, furniture, etc., have been registered at Montreal.

The Ottawa Typewriter Co., Ltd., sustained a fire loss recently. Their building was insured.

In the window dressing contest held in Brandon during the convention of the Manitoba Retail Merchants' Association, McPherson & Bedford won fourth prize with a display of bedroom furniture, securing an 80 per cent. award.

CHURCH FURNITURE FOR SOUTH AFRICA.

South Africa is beginning to develop as a market for church furniture. The shipment of complete pews and furniture for a large church in the town of Potchefstroom, Transvaal colony, marks the beginning of business with South Africa in products of this type. This work was built entirely of solid straight-grained oak, and in the selection which was made it was apparent that the South African people are not lacking in their appreciation of correct design. Although freight rates are still very high, officers of the Valley City Seating Company, who secured this initial order, intend to open up an export trade with this other Dominion.

PROPER ACCOUNTING BUILDS *for* SUCCESS

Relation between records and results—Does your salary figure in overhead?—A proper bookkeeping system

UPON investigation many stores are proven to be run at a loss, because the bookkeeping systems employed are inadequate and collection methods are faulty.

Harvard University's Bureau of Research gives some very interesting and profitable points, showing how merchants usually make mistakes. Many mistakes are made not because of unwillingness to learn, but rather to unreliable sources of information or lack of experience. No one wants to lose—it is simply because they are not equipped to win.

If you want to succeed as a retailer you must have a thorough and practical knowledge of operating costs. This is particularly true at a time like this when costs are continually changing, and the war has rendered successful retailing even more difficult than in the normal times of a few years ago.

The figures of those who have made exhaustive researches show that many a store is running at a loss, and yet strange to say, the proprietor does not know it. All that they do know is that they are able to get a living, but no one wants to simply mark time—we are all anxious to move forward.

Some retailers do not realize that if they would invest the money which they have tied up in stock, in some other way and would go to work as a clerk for someone else at $25.00 a week, they would be making money, and the reason for this is that no accurate records hold the facts up to them for inspection and correction.

How About Your Salary?

There is one expense that many retailers fail to include—their own salary. One's salary should represent the amount paid the manager or proprietor and should be equal to what the retailer would be willing to pay anyone else for doing the same kind of work, or the salary which he would expect to receive if he were employed elsewhere. If you figure that for a business the size of yours, a man should be getting at least $2,000 a year, then you should charge your business with this $2,000.

One retailer I have in mind made the statement that it did not cost him anything to do business. Owning his own building, he had no rent to pay, and as his wife was a great help in the store he claimed he had no selling expense, and his deliveries cost him nothing because he had a horse and wagon of his own, which his son used for the firm's benefit.

Now this is not an exceptional view, for there are many retailers who do not charge their business with either rent, wages, deliveries, or selling expenses, because their families are on the job.

With too many, bookkeeping comes last. Oftentimes one is tired after a busy day and tries to find out from an inaccurate spindle file and check book stubs, where he stands. Perhaps he knows little about bookkeeping; his accounts fail to balance, and he goes on with "Oh well, I'll fix that all up to-morrow," but to-morrow finds the hours just as crowded as yesterday. Bookkeeping is neglected again while he waits on trade, sweeps, keeps the store in order, etc.

There is another type, however, who are alive to the importance of proper bookkeeping, realizing the necessity of straightening out their business before they can hope to make the straight road to profits. Every retailer should know exactly where he stands; he should keep some sort of a systematic and accurate record of his receipts and expenditures, balancing his accounts at the end of each month. You may have to face an unpleasant truth, but keep track of all your expenses, stop the leaks, install efficient methods in every line, and your balance will be very encouraging on the right side. You will find what you started out to create—a profit.

Many most excellent systems are being used by individual stores—methods which show the store keeper facts about their business—what their delivery expenses are—what should be charged up to rent, service, insurance, interest on money invested, etc.

Influence the Customer

Do not be too strongly influenced by the customer who comes in to make occasional demand for an article that you have proven is a poor seller. Try and influence him in the direction of those which sell readily, for it never pays to put in a stock for one man, for in taking care of this particular man would mean the carrying of otherwise dead stock, which sooner or later must result in the old and poor practice of cut prices, if you want to get rid of it.

Keep your stock down and your turn-overs frequent. You want to sell everything out before your jobber's bills are due. In this way, too, your stock is always kept new and fresh, you need less stock room and your men behind the counter are far more familiar with each article that you carry because there are fewer items to memorize and upon which to develop selling talk, therefore, sales are made more readily and all this cannot be accomplished without proper records.

In order to discover what your stock turn-over has been, say in comparison to what it will become if this simple system of stock records is maintained, you can determine it by taking your inventory for the last year or two. For instance, should your inventory for the past six months show stock on hand $6,000, and for the previous six months the inventory showed $4,000 in stock on hand, your average inventory is therefore $5,000. Then following this, if the cost of the merchandise sold for the year, cost, not selling price, is $50,000, you turn over your stock ten times.

You will note that the cost of goods for figuring stock turnover is used because, of course, you figure inventory at cost, and should you have occasion to sell out what you have bought, you have turned over your stock regardless of the price at which it was sold.

Keep careful accounts, keep everlastingly at it, know your business from the inside out, and from the outside in, and you will be more than satisfied with results.

The trade paper can introduce you to a lot of people who are looking around for new places to buy.

C. S. Coryell Passes

The death occurred on August 30 of Mr. C. S. Coryell, Sr., president of the Adams Furniture Co., Toronto, at his late residence, 26 High Park Gardens, that city. He had been in indifferent health for some little time, and although he had been unable to attend to business for a couple of weeks his death came somewhat unexpectedly. The late Mr. Coryell was well known in



THE LATE C. S. CORYELL.

the Toronto business world, having been president of the Adams' Furniture Company since its formation, 24 years ago.

Charles Seymour Coryell, Sen., was born December 20, 1858, at Ypsilanti, Mich., being the son of Addison and Janet Coryell. He commenced business as a clerk in the drug store of Frank Smith, Ypsilanti, and in 1879 entered the employ of the C. F. Adams Co., at Toledo, Ohio. One year later he opened a branch for this company at Cincinnati, and in 1881 was sent to Toronto to open the first Canadian branch at 15 Adelaide Street East.

In October of that year he married Nellie M. Smith, daughter of his first employer. Under his management the business grew to increasingly large proportions until in 1896 an opportunity offering for the purchase of the business, he formed the Adams Furniture Co., Ltd., and with two or three others took over the Toronto business from the parent company.

He is survived by his widow, four sons, Robert S., Frank A., Charles F., Warren R., and one daughter, Mrs. Talbot Edward Torrance, and one brother, Clarence A. Coryell.

He was hon. commodore several years of Parkdale Canoe Club, member of the National Club, Mississanga Golf Club and the Parkdale Lawn Bowling Club. He was also an ardent fisherman, a Presbyterian and a conservative. The funeral, one of the largest in recent years in Toronto, took place on Monday, Sept. 1, from the residence to Mount Pleasant Cemetery. Very many furniture men were present, and the floral tributes were [illegible] costly and numerous.

PHONOGRAPH AS MUSICAL EDUCATOR

Much has been said about the educational value of moving pictures and, unfortunately, much of the latter's talked of value has proved illusory. Little has been said of the phonograph as a factor in musical education and at the present time it seems to lie with the manufacturer of records whether the phonograph remains a toy and a luxury or becomes a real means of musical development. There is not now, and there has never been such a means of teaching music to the general public—and yet it seems that the record makers do not always remember that they have a duty to perform to the public, as well as money to earn.

Why are there not more records of newer and less known works on the market? Why are not some of the ancient miracles made available through the phonographic medium? Must we always confine ourselves to the cheap banal? Must eminent violinist, for instance, sewn up in an exclusive contract, give us his art via a popular sentimental song that will become stale in a month, when there are so many beautiful works, old and new, clamoring for permanence through his art.

TALKING MACHINE NOTES.

E. A. Widmann, president of the Pathe Freres Phonograph Co. of the United States, has returned to New York from Europe with contracts for $100,000,000.

The high price received for fish has created an epidemic of extravagance among the fisherfolk of Nova Scotia. In Lunenberg alone with a population of three thousand there are nearly two hundred automobiles and four shops specializing in talking machines and pianos.

Grand Rapids, Mich., is making a bid for recognition as the talking machine centre of the United States. There was held in that city last month the first talking machine or phonograph exhibition, with close to two score manufacturers of machines, records and accessories represented.

Business is something like aeroplaning. To stop is to drop, and to drop is generally to bust.



No. 150.—Fire Screen with oak frame and beaver board filler, covered with handsome designs of wall paper. A new line that should prove profitable to the furniture dealer now being shown by the Stratford manufacturing Company, Limited, of Stratford, Ont

POINTS *on* FIGURING PROFITS *and* EXPENSES

Every dealer should thoroughly understand the correct figuring of profits and expenses—An essential to success.

By F. W. STEWART, Montreal.

KNOWING your business means more than knowing the amount of money you take in every day, week or month; it means knowing what it costs you to do business; the correct method to figure your profits and expenses; which goods are making and which losing money for you (by departmentalizing your store); the quantities of goods you should buy, based on previous sales; which clerks are making the most money for you; the advantages of submitting statements to your creditors after each inventory, certified by a chartered accountant.

These are the essential matters in connection with your business which you should know, if you are to be classed as a successful merchant.

The first point which I wish to emphasize is that credit in Canada, as dispensed to retail merchants is too cheap.

Those merchants who have always paid 100 cents on the dollar, and who are in a position to continue to do so, do not receive the protection from manufacturers and wholesalers, in the dispensing of their credits, to which they are entitled.

Almost any man starting in business, no matter what his qualifications may be, can secure enough goods at any time to fill his store many times over, if he wishes to do so.

Need of Capital in Starting Business

I have no objection to seeing young men starting in business for themselves; I am inclined to support them in their desire to do so, but before granting them credit, they should be in a position to take charge and operate a business, and that they have sufficient capital to make a 33 1/3 to 50 per cent. cash payment against their first purchases.

The protection to retail merchants who are well established and financially responsible for their purchases, must look to the credit departments of the firms from whom they are purchasing, to see that they receive the protection they are entitled to against the placing of bankrupt stocks on sale, purchased at 40 to 50 cents on the dollar, for the reason that credit was given to merchants who were not qualified to receive it, and who apparently from the beginning had very little prospect of succeeding.

Statistics show that 90 per cent. of the failures of retail merchants are due to lack of knowledge of merchandizing on the part of the merchants.

Merchants Should Qualify

I believe, therefore, that it is the duty of all commercial organizations throughout the country, such as boards of trade, chambers of commerce, retail merchants' associations, credit men's associations, and others, to co-operate in the discussing of plans to submit to the Government, asking for legislation which will necessitate all persons desiring to enter into business for themselves, to qualify before being allowed to do so, by passing a simple examination before a district trade commissionn, appointed by the Government, or similar medium to be decided upon.

We must adopt business methods which will place retail merchandising in Canada on a sound financial basis, and which will prepare merchants to withstand extreme trading conditions, whenever they arise. Lawyers, doctors, engineers, and men entering other professional careers, must pass examinations before being permitted to practise. I see no reason why such an examination, based upon sound business lines, should not be necessary where a man desires to take up retail merchandising on his own account, or any other branch of commercial life.

My experience of many years in discussing expenses and profits with retail merchants, both large and small, has demonstrated beyond question that at least 75 per cent. to 80 per cent. are unable to state what per cent. it is costing them to do business, and that they are figuring their own profits correctly.

Almost invariably expenses are figured on sales and profits on invoice price.

This is where they fall, and it is for this reason that so many cannot understand why it is difficult for them to pay their bills, when they really believe they are making profits, whereas in most cases they are operating their business at a loss.

Dealers Who Figure Profits Wrongly

Some months ago, while on a train, I got into conversation with a stranger, a clean-cut, elderly man. He was in Canada in the interests of large United States pulp industries.

During our talk we drifted to the subject of retail merchandising, and the qualifications of a successful merchant, and finally he turned to me and said:

"I was once in business for myself as a retail clothier and furnisher. It was in Duluth. I was energetic and aggressive, and believed I had more than average intelligence. I worked hard, my business grew, but at the end of each year I had not made any headway financially, but I would resolve to redouble my efforts and make a showing next year.

"And at the end of the fifth year my results were no better, and I decided I would close out my business and get into something else.

"That was many years ago, and it was only recently that I discovered where I was making my mistakes. I was figuring my profits incorrectly.

"In a pamphlet on retail merchandising, issued by the Industrial Department at Washington, I found that hats which I had been selling at $2.50 had cost me $3.10, by the time I had paid all my expenses. I didn't know. I should never have gone into business for myself, because I lacked the knowledge necessary to make me a successful merchant."

The experience of this man is typical of a large per cent. of the merchants who are in business to-day.

A person who is making a sale should not be interrupted unless it is for something very important.

Cutting Delivery Costs

Warfield Webb, in The Furniture World, says: One of the topics that has its bearing on success pertains to the matter of cutting the cost of delivery by the retail furniture man. It is a source of larger profit to him. This is a matter of moment with the free delivery of their merchandise, or at least to minimize it to a degree, the furniture dealer finds this a problem. The very nature of his business compels him to deliver most of the merchandise sold. There is no alternative.

However, he has within his power a reduction in the delivery costs, and this includes several factors that are often items that make it harder for him to realize as much profit as he would like to make, and that is further reduced on account of sales competition. He must have a care for the details that are classed as overhead, and of course delivery costs come in this category.

He must conserve, too. He must cut his corners, and as the matter of delivery is to a great degree, a dead loss, he has reason to cut this cost wherever possible. If it can be done and still give the same or even better service to his customers he has laid the foundation for larger profits and for more satisfied customers too. The use of the auto truck is the most desirable form of delivery. It is the quickest, the most satisfactory and the easiest. Why not the least costly? Can he cut this so that it will be made a source of profit to him?

An example of this nature can be noted here that is a practical lesson in delivery cost reduction by one furniture dealer. The large truck, however, was found to be a rather expensive method of delivery by this house. The four-ton truck, for instance, makes the cost of gasoline large, and the added cost of upkeep, slower time and injury to the furniture all have to be considered by the dealer. All of these are matters that have to be taken into consideration. They are profit devourers. Can the furniture man use a smaller truck and at the same time give as much satisfaction to his customers, and also save something for himself?

This store has tried the small truck with most satisfactory results. The cost of delivery has been greatly reduced by the adoption of the lesser sized truck. It saves in gasoline—about three-fourths in consumption—it saves in time of delivery, and it saves in lessened damage to furniture in making deliveries. Surely this combination of reduction in costs makes it worth while to the dealer. This store adopted the smaller truck with the idea in mind of saving. The result? As noted above there has been a saving that is worth while. There is now a reason for fewer complaints, for much time-saving and for much more rapid delivery. Gasoline is saved and the cost of the latter is an item that has to be reckoned with these days.

They have found that more deliveries can be made at a reduced cost. This is an added profit. It is an item that helps to make the profits mount. By careful loading this store has found that as much furniture can be loaded on a two-ton truck as on a truck with double the capacity. Impossible? There is an art in the utilization of space in the truck just as there is an art in the conserving of deliveries to the customers.

Why not convince yourself and see?

There is still another way of helping reduce the cost of delivery. Routing your deliveries, making a saving in the number of trips, and having a high regard for the value of the time and labor expended. There are times when the number of trips can be reduced, and still the proper service rendered to your customers. The man who has this matter in charge should be a capable one. He should have system and method and detail that is worked out in such a way as to make every hour count for a reduced cost and at the same time for satisfaction in the delivery of the merchandise.

Then the question of care in handling the deliveries. Damage to any purchase means a loss that cannot be charged to anything but decreased profits. Yes, there is even another phase of this matter that must be taken into consideration. Your customers are going to blame you for this damage, even though it is made good, and you are likely to be blamed for the method of your shipping or delivery. Rapidity in delivery is a very desirable quality for the furniture dealer. This is one mark in his favor provided he can prove to be a leader in this way, and it should be one that receives a considerable portion of his attention.

If you are not giving the delivery topic of your industry all the care that is properly demanded of it, well just look about you and see wherein this can be bettered. Cut down the cost and improve the system. Have the highest regard for the elements that enter into this part of your industry. If you do, it will soon be seen that the effort is a well-directed one and that the results of this will be so gratifying to you that there will be a most surprising increase in your profits and a more thoroughly satisfied number of customers.

EFFICIENCY

Write us for free demonstration

is the doorway to net profits. The Robertson Socket Head Wood Screw assures efficiency. Used by nearly all leading furniture manufacturers, etc.

P. L. Robertson Manufacturing Co., Limited

MILTON - ONTARIO

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade
SPECIAL ORDER WORK

Life Long Furniture Co., - - Ingersoll, Ont.

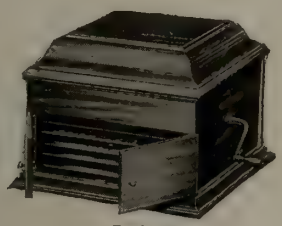
C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.



G $27.50



B $69



Duke $135



Grand Duke $165

PHONOLAS

—and why they are big sellers

A party drops into your store. He has read many phonograph advertisements—has the desire to own a phonograph himself—in fact has money enough in his pocket to make a good down payment. You have phonographs in stock.

Will you get the sale?

You will almost every trip if you demonstrate the **Phonola.** Its tone, its clear reproduction of music and diction at once drives home a confirmation of your claims and clinches the sale.

Unusual value is written all over the Phonola.

PHONOLA RECORDS

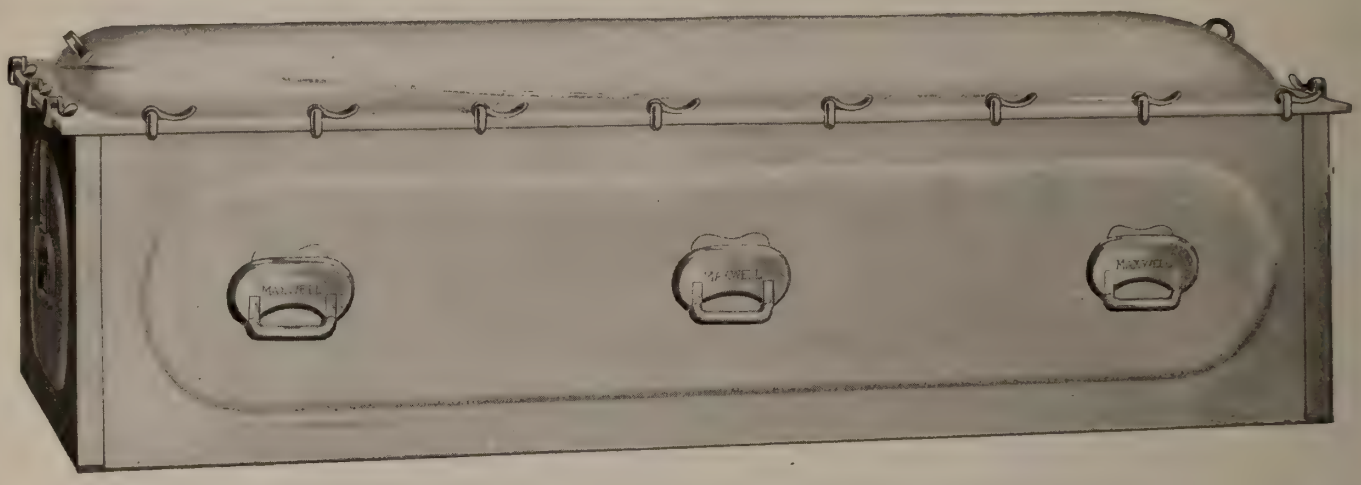
are also a part of the Phonola dealer's proposition —all the hits when they are in big demand recorded by leading singers, instrumentalists and bands—90 cents a record—a hit on both sides.

Phonola Co. of Canada, Ltd.

Kitchener : : Ontario

The Standard Vault

THE MAXWELL



Manufactured Exclusively of Copper Bearing Steel

This material is now acknowledged quite generally to be the most rust-resistant steel or iron available for the manufacture of steel vaults.

Its Superiority

authoritatively proven by recent comparative tests, has been acknowledged by the many manufacturers who have adopted it.

We were among the first. ***Many others will follow.***

We Are Pleased to Announce

that all our goods are now constructed exclusively of this material, and that recent reductions in the cost of same will enable us to do this without any advance over our regular list. Write your dealer for prices.

As we have been using Copper Bearing Steel for the past five years in our well-known and justly celebrated Copper Alloy Vault, we are now in a position to use it exclusively.

We are offering it in our Regular Aluminum and Gold Finish at our regular list price. If desired in the Copper Bronze Finish with White Enamel Interior, there will be an extra charge of three dollars for the adult sizes. Carried in stock by all leading jobbers. Write for prices.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

C. E. A. CONVENTION ESTABLISHES RECORD

Large attendance—Lots of pep—Forward movement—For a Canadian National Organization

Official Report and Minutes of the Convention

A NEW record was established by the Canadian Embalmers' Association at its 36th annual convention held in the Anatomical Building of Toronto University on September 2, 3 and 4. Not since the big world war commenced has so much interest been manifested in the Association or in the annual gatherings of that body.

The late convention brought out the largest attendance, the greatest enthusiasm, and was the most productive in results attained of any convention since the C.E.A. was formed.

The return from the front of many of our young men made the school sessions a success from the start, 34 students taking this year's course, the best attendance in the history of the Association, and the impetus given by this class brought out a very large gathering of delegates to the first and all sessions of the convention.

The convention was called to order on Tuesday, Sept. 2, at 10.30, by President Norman Brandon, of St. Mary's. The officers were on hand as early as nine o'clock to welcome the members.

The President, in a few opening remarks, said he was pleased to see so many members present. He congratulated the students on their large attendance and believed it augured well for the success of the convention.

Reading the Minutes.

Secretary F. W. Matthews presented the minutes of last year's convention in printed form as published in the September, 1918, issue of Canadian Furniture World and The Undertaker. These being accepted as read on motion of Messrs. F. F. Morris and Chas. Smith.

Before leaving the floor, Mr. Matthews referred to the presence of Chas. Bolton, our veteran member. Mr. Bolton has been a member of the C.E.A. since its inception, 36 years ago, and has attended practically every convention in that time. Mr. Matthews said the officers were glad to see so many present at this inaugural meeting, and for the benefit of the students at the school gave some information concerning the examinations to be conducted by the Board at the close of the convention.

Professor Renouard's First Address.

Prof. C. A. Renouard, of New York City, who conducted the school, was introduced to the convention. He was glad to come to Toronto again to meet his

Group photo of delegates in attendance at Annual Convention of Canadian Embalmers' Association.



friends. Delving into his subject he spoke of his early training and the conditions prevailing then regarding the manufacture of caskets and coffins. He remembered when coffins only were made and used; then the coming of caskets, the covering of them with cloth, and later the introduction of metallic caskets.

Professor Renouard's First Address.

The Professor referred to the Professor Clark Memorial now under way, and spoke of the great work of Prof. Clark in his traveling school for teaching embalming. The difficulties of the early embalming days were very great. Salt petre was used and then we came down gradually through experimentation to the methods used to-day.

Prof. Renouard next spoke of the transition from the horse equipment to the motor outfit, and said that at present a great host of people are engaged in looking after the needs of the funeral directing profession. There is the mechanic and the architect; and we are building beautiful places for the repose of the dead.

Coming to the present methods of embalming, the Professor gave some illustrations of good and bad embalming, and he spoke, too, of the question of publicity and advertising. Good embalming made a good appearing body, and this made good advertising for the funeral director.

If we looked well into the laws of nature and studied the rules of chemistry we would understand better the preservation of the dead. The law of decay was a good law, otherwise, we would have a world that would not be fit to live in.

There are three necessary elements for life—heat, air and moisture—and these three also produce decay after death. We must take nature's law and rules into consideration when embalming, for then we are fighting nature's law and arresting decay.

The Professor, by way of illustration, told some incidents he had come across in his experience in embalming. He believed we should get back to some of the old methods and to arsenical treatment. Some embalmers are giving up formaldehyde because they preferred to have flexible bodies and bodies that looked more natural.

He told of a Canadian undertaker who had been called in to attend a case at Thousand Islands. The relatives wanted the body to look natural and the embalmer followed directions to the satisfaction of the bereaved ones. But the funeral director at New York to whom the body was sent, without instructions painted up the face of the deceased to make it look like a wax figure to the dismay of the relatives who ordered it restored to its natural lines.

We want to get back to naturalness—flexible bodies, natural colors, no paints. We may be able to fool the living sometimes, but we are never able to fool the dead.

Another thing necessary for the embalmer is to know and use diplomacy in the home. If we do this we can get our work through more efficiently and in quicker time, and obtain the help and assistance of those in the house.

NEW C.E.A. OFFICERS.

President—F. F. Morris, Bowmanville.
First V.P.—T. H. McKillop, Brampton.
Second V.P.—Wm. Britton, Listowel.
Treasurer—A. R. Coltart, Chatham.
Secretary—F. W. Matthews, Toronto.

Prof. Renouard concluded his address by giving some advice regarding the dressing of bodies, disinfecting of the rooms and other little helps and suggestions that if practiced should benefit the funeral director.

TUESDAY AFTERNOON SESSION.

Vice-President Morris took the "Open Forum" meeting, which opened up the afternoon session, and he asked if the members had any matter affecting the welfare of the profession they wished discussed.

Mr. Jackson, of Sudbury, said he had a matter about which he thought all present were interested, and that was the matter of improved embalming legislation. It was a good move when the Ontario Embalming Act of 1911 was put into force, and he had nothing but the highest compliments to pay the members of the Ontario Government Board for the way they were handling the Act. But there were improvements that could be made.

Mr. Jackson said he had no axe to grind; he was thinking of the best interests of the profession in the Province when he proposed that some amendments should be made to the present Act. These amendments might affect some undertakers in the Province. If so he was sorry, as he had some personal friends among them, and he did not wish to see them hurt.

In the matter of shipping bodies we were behind the times. Manitoba had more advanced legislation in this regard than we had. No undertaker in that Province is allowed to ship a body unless he holds an embalmer's certificate. Michigan, also, our neighboring state, had a system governing the shipping of bodies similar to Manitoba. Many of the states in the American Union had that kind of legislation as well.

Mr. Jackson had devoted much time to getting his information from the officers of various funeral directing associations, and he found that wherever this better legislation obtained there was more co-operation between the public health bodies and the profession.

In Manitoba the railways and express companies are furnished with lists of embalmers entitled to ship bodies. There is a uniform shipping card which is recognized, and the embalmers allowed to ship are well known.

T. H. McKillop said the Association had been fighting this question, as he remembered it since 1903. It was a matter of negotiation at the time the old Dominion Embalmers' Association amalgamated with the C. E.A. At the time of amalgamation it was decided to give a uniform Ontario Embalmers Act. He believed that the matter brought forward by Mr. Jackson was a vital one, but he could not see how legislation along right lines could be initiated until we had a united organization throughout the Dominion. Perhaps the future had better things in store for us. There had been many changes in the past 20 years and he felt there would be a great deal more in the next ten.

Mr. Jackson thought it was Provincial legislation we wanted, and not Dominion. He would like to see the C.E.A. start the movement. Manitoba had the legislation we want. At present here in Ontario he did not see any difference between the undertaker and the embalmer. When we had this legislation then we might class ourselves as a profession. He wanted to see our work put on a high plane.

F. W. Matthews, as secretary of the C.E.A., wished to draw the attention of members to the distinction between his office and that of the Examining Board. He

Hearses of Quality



We illustrate one of the many high-grade hearses that we are building for the undertaking profession of Canada. This body was built on a Studebaker chassis for Mr. T. G. Ross, of Assiniboia. A similar body on an Overland chassis was delivered to Mr. Clarke, of Alton.

We are now in a position to fill your requirements in funeral equipment and can make quick delivery to any part of Canada.

Wattman-Kalbfleisch funeral equipment is built of the best materials available and will give you complete satisfaction. Prices are right. Write us to-day.

The Wattman-Kalbfleisch Car Body Co., Limited

140 Milton Street, Stratford, Ont.

had noted in one of the papers, "The Casket," a comment on the Manitoba Act, as follows:

"In Manitoba the Provincial Board of Health has caused the names of licensed embalmers to be conspicuously posted in railway stations, and baggagemen are not permitted to receive for transportation the bodies of persons dying from communicable diseases except from embalmers whose names appear on the published lists. No one is permitted to practice embalming unless he has first obtained a license, and in communities where there is a licensed embalmer available, no other person may conduct a funeral or remove a dead body from one place to another."

The C.E.A. has done good work, the Ontario Embalming Board is doing a great deal. If we could get the Manitoba clause in our Act we would be satisfied. Mr. Jackson is right. He had taken the matter up with himself and Mr. O'Hagan before the convention. He thought a Legislation committee should be appointed to look into the matter, and that Mr. Jackson should be appointed chairman of that committee, and moved a resolution to that effect.

Ontario no one be permitted to ship a dead human body or conduct a funeral, embalm a body or remove a dead body unless he have a license and qualification to do so. This clause shall not apply in time of war, nor be applicable to the police or medical profession."

C. N. Greenwood,as a member of the Examining Board said the Board carries out the law. It does not initiate legislation. If a deputation of 200 or 300 from the C. E.A. was to go up to the Government and lay before them their needs the Government would sit up.

Since the Ontario Board of Health had passed over the issuing of undertakers' licenses to the Embalming Board they had got 99 per cent. of the death returns of the Province as against 35 per cent. under the old system.

In answer to questions Mr. Greenwood gave the gist of the Embalming Act. The Board had nothing to do with funeral charges or the financial end of the business; the Act only stated what embalming is.

At this point the convention business was resumed, President Brandon reading his address.



Prof. Chas. A. Renouard, and the students at this year's school. It was the largest class in the history of the Association.

N. B. Cobbledick, in seconding the resolution, believed it to be in the best interests of the profession and of the public of Ontario that no person be permitted to ship a dead human body except one duly authorized to do so.

Chas. Smith (Barrie), also spoke in favor of the resolution.

Mr. Cobbledick said at present insurance agents, real estate men, and others had since 1911 been engaged in undertaking work. They got an embalmer to do the embalming. He wished the Ontario Board would take cognizance of this.

A question came from the body of the hall, asking if a funeral director who had a number of funerals in one day could ask his brother, not in the business, to look after one of these for him.

The answer was that if the brother was acting under direction of the funeral director he could do so, as the latter would be the responsible party.

Mr. Jackson thought that the resolution should read "That this Association go on record that in the best interests of the funeral directors and of the public of

PRESIDENT'S ADDRESS.

To the Officers and Members of Canadian Embalmers' Association:

Gentlemen,—It is with pleasure that I have the honor to greet you, as your President, to this, the 36th annual session of our Association which I believe to be, if not the largest, one of the largest attended conventions in our history.

During my term of office three executive meetings were held, one immediately at the close of our last convention, one in March and one just preceding the present meeting.

The matters principally dealt with were:

1st.—Arranging for the school of instruction the week preceding the convention. We believe it would be a mistake to not continue this school as there are always a number coming up for examination and we believe this to be the only way to do justice to candidates.

2nd.—Arranging for a lecturer and demonstrator to be in attendance at both the school and convention. The executive has again been fortunate in securing the

services of Prof, Renouard who so successfully conducted the work a year ago. I am sure you will all receive a great benefit from these demonstations as Prof. Renouard is always looking for something new in the art, and

3rd.—Prof. C. G. Askin, of Indianapolis, comes to us most highly recommended. Prof. Askin will address our convention on "Better Business Methods for the Undertaker." This alone, we believe, will be well worth the time spent in attending our meetings.

Then there are two important questions which will be put before you for discussion, namely:—1st. Shall we apply for admission to the National Funeral Directors' Association, and 2nd. Is the Embalmers' License all that is necessary and sufficient to cover all requirements of the law and profession. Now think these questions over and when the opportunity is given, give your opinion.

We as an executive have been keeping more or less in close touch with the Examining Board, and we believe they are looking after their work in a most creditable manner and besides conducting examinations are endeavoring as far as possible to have all in the profession keep within the provisions of the Act and some time during convention I am going to ask them for a definite statement of their work during the year.

It is our desire to see every undertaker thoroughly familiar with the higher standards of our calling, and we contend that these are more easily attained through membership in our Association and attendance at our annual conventions than by any other means and while our official organ namely "The Canadian Furniture World and The Undertaker," of which I cannot speak too highly, and strongly recommend all who have not done so, to subscribe at once, does all that is possible for our association and its members by inserting in its columns helpful and instructive reading yet, it is our duty to become members of one big body for the advancement of our profession.

Since our last meeting here in addition to the ravages of war our country has been visited by a great plague and many homes have been bereft of loved ones and made sad. Our association likewise has suffered loss. We shall miss many who have been valued members with us and first let me make mention of Past President Robert Nugent, whose timely advice and companionship we regret very much to lose. Others are Will Palmer, Aylmer; J. H. Vaughan, Scotland; G. E. Gruetyner, Hanover; W. G. Stoddart, Cornwall, W. H. Harmer, Cochrane; Hugh Mills and son Kenneth, Beachburg; Ray Arn, Norwich; William McArthur, Hamilton; J. M. Crawford, Brampton; R. E. Miller, Bruce Mines; F. W. Harris, Ottawa, killed in action, and Mr. Wray of Montreal, a former secretary of this Association. And while we mourn the loss of those members of our profession, we also rejoice in the fact that many have been spared to come back and meet with us again, and amongst the number are a few of the boys who have been serving for our country and flag.

We bid you a hearty welcome and trust you may long be spared to service in our profession.

I cannot close my address without referring to the work and efforts of our worthy Secretary Mr. F. W. Matthews. He has always been on the job and has been a great help to your President and Executive. Credit must be given him for the splendid program in your possession. I know you will agree with me when I say he is the right man in the right place and I am sure you will want to keep him there. I have not only been blessed with a good secretary, but have had the support and assistance of the most active and efficient committee who have been faithful to their duties.

Gentlemen, let us all be as faithful to our Association as these men have been to the work of the Association.

I must also take this opportunity to express my appreciation of the support given by the manufacturers. You will notice in the program how generous they have been in donating prizes for our "outing and sports," and I hope it will be duly recognized by the convention. I would urge upon all to be punctual in your attendance at all sessions, so that the order of the program may be carried out effectually, and I trust our convention may be both pleasant and profitable, and that we may go to our homes after this meeting, feeling that it is good for "brethren to dwell together in unity."

One year ago you honored me by placing me at the head of your association. This to me was an ambition attained and to you all I express my appreciation, and I hope when the convention closes that you have not been disappointed in the manner in which the business has been carried on and I bespeak for my successor your most hearty support in his endeavors to carry on the good work.

I have the honor, gentlemen, to be yours in the work,

N. L. BRANDON.



Saskatchewan Funeral Directors and Embalmers Association Convention, held at Moose Jaw, June 24-27.

F. W. Matthews moved, seconded by Fred Skinner, Schomberg, that the report be received and transmitted to the proper committee.

Convention Committees Appointed.

The President named these committees to take up the duties assigned them.

President's address.—Messrs. Greenwood (chairman), Boyd, Rogers (Atwood).

Secretary's Report.—J. J. Marsh (chairman), C. A. Smith, A. A. Jackson.

Treasurer's Report.—N. B. Cobbledick (chairman), A. A. Jackson, J. Barlett.

Membership.—F. H. McKillop (chairman), M. C. Haskett, J. James (Montreal).

Resolutions.—F. F. Morris and Wm. Britton.

Finance (auditors).—Ed. Henry (chairman), I. Paul, F. Skinner.

Professor Renouard here took up his afternoon lecture, speaking of the chemical changes which take place in the human body after death. He gave an interesting resume of early embalming, dwelling particularly on Egyptian embalming, bringing out many new points, which from an historical point of view gave a different complexion to some theories.

The Professor spoke of decomposition, its whys and



President-elect Morris comes to town with his family.

wherefores, and wound up his address with the dictum that embalmers should be as exacting in their work as nature is in hers.

WEDNESDAY MORNING SESSION.

President Brandon called the convention to order at 9.30, intimating that a heavy morning's session was ahead.

Reading of the Secretary's Report was the first order of business. It was as follows:

SECRETARY'S REPORT.

To the Officers and Members of the Canadian Embalmers' Association:

As your secretary, I respectfully submit for your consideration my report for the year 1918-1919, and, as last year, I would like to say that the year has been one of progress, considering the conditions under which we are, and have been laboring for the past four or five years. If our shortcomings are not very serious as an Association, we should be well satisfied now that we are working under peace conditions, and that the world's strife has been brought to a successful issue.

Again the thanks of the Association are due to the manufacturers and travelers for their assistance, as everything has been and is being done by them to forward the best interests of our Association.

Of our members I would ask what does our Association stand for; and what is the Association doing for you and for me? Are we progressing in our endeavors to render service to the public?

Many of our members will say there is no use of me belonging to the C.E.A.—it gives nothing. Let me ask you what is an association? An association is a number of people who join together for some particular object. What is the object in our case? It is the betterment of our conditions. Therefore, if you are not doing something individually you are a hanger-on, and the Association is not being enhanced by your membership.

But you can help make this body a power which would have its weight behind any movement that would help us as professional and business men. As an illustration, many towns and cities have their petty grievances. Undertaker Smith reports that Undertaker Jones is cutting prices. Jones says that it is Smith who is doing so. And after all when you get the competitors to shake hands you find there is nothing left but the talk.

The public will get better service and the undertaker will be paid what he is entitled to if he gives that service, as the public want service, and are willing to pay a legitimate fee for proper service. We, as an association, can help our members to render that service if we enter wholeheartedly into the betterment of conditions in the profession.

I would suggest that the Association have a paid secretary whose business it would be to straighten out the little and large troubles that seem to crop up in the profession. Would it be worth a fee of ten dollars a year to have such a man? Then you would be paying something and getting something; instead of, as it is now—nothing for nothing, as two dollars will not go very far.

Some few weeks ago there was a circular poster sent broadcast to our members, and most of you will remember its contents. Some references were made in it as to how to kill an association. Let us peruse these points and objections:

1.—Don't come to the meetings.

2.—But if you do come, come late.

3.—If the weather doesn't suit you don't think of coming.

4.—If you do attend a meeting find fault with the work of the officers and other members.

5.—Never accept an office, as it is easier to criticize than to do things.

6.—Nevertheless, get sore if you are not appointed on a committee; but if you are appointed don't attend the committee meetings.

7.—If asked by the Chairman to give your opinion regarding some important matter tell him you have nothing to say. After the meeting tell everybody how things ought to have been done.

8.—Do nothing more than is absolutely necessary, but when other members roll up their sleeves and willingly and unselfishly use their ability to help matters along howl that the association is run by a clique.

9.—Hold back your dues as long as possible, or don't pay at all. Better, however, pay ten dollars a year and get something, than a small fee and get very little.

10.—Don't bother about getting new members—Let Norman do it.

At present we have 625 names on our ledger, including 38 new members. Of these 221 have paid their dues to the end of 1918. The amount owing us in unpaid

Burial Robes

DOMINION SERVICE

VANCOUVER EDMONTON WINNIPEG CALGARY LONDON HAMILTON TORONTO MONTREAL THREE RIVERS

An important feature is that "DOMINION SERVICE" ROBES are adjustable to any size figure.

No Funeral Director can afford to have his work discredited by an appearance of inelegance.

SERVICE IN DESIGNS



SERVICE IN QUALITY

No. 324—Robe

Our line is complete and our organization is at your service

Dominion Manufacturers, Limited

Head Office and Showroom:
109 Niagara St., Toronto, Can.

DOMINION SERVICE

VANCOUVER EDMONTON WINNIPEG CALGARY LONDON HAMILTON TORONTO MONTREAL THREE RIVERS

BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited London, Ont.
Girard & Godin, Limited Three Rivers, Que.

The Semmens & Evel Casket Co., Hamilton, Ont. Limited
Christie Bros. & Co., Limited Amherst, N.S.
The Semmens & Evel Casket Co., Winnipeg, Man. Limited

The D. W. Thompson Co., Limited Toronto, Ont.
Girard & Godin, Limited Montreal, Que.
Vancouver Casket Co. Vancouver, B.C.



No. 519—Couch

WORKMANSHIP—AN—ELEMENT—IN—SERVICE

Back of all success in manufacturing; back of the sales campaign, the financing, the purchasing, etc., the big fundamental remains; the quality of product is a determining factor in the future of any business. Dominion Manufacturers, Limited, safely claim the right of patronage of the Funeral Directors, on the point of workmanship alone.

"Original Designs, Superior Workmanship and Materials"

Dominion Manufacturers, Limited Head Office and Showroom: 109 Niagara St., Toronto, Can.

dues up to the end of 1918 is $3,256. Something should be done to clear up this deadwood from the ledger very soon.

Your Executive met at the office of the Secretary on March 18 last, to arrange the details for this convention, and it was unanimously decided that we again ask Prof. Renouard to lecture to us this year, and I have every reason to believe he will be well received by our members.

It was also decided, as you will note by the program, that was ask Mr. Clifford G. Askin, of Indianapolis, to give us a talk on the office end of our business. His lecture is entitled "Better Business Methods for the Undertaker," and will be delivered here this morning. Mr. Askin is a man of worldwide reputation and what he has to say will be worth the while of every member to hear, so be sure that every member is in his place for this address.

Most of our members seem to appreciate the little outings we have every year during our convention, and for that reason we have arranged for a repetition of what took place last year. The matter has been left in the hands of your Secretary and I have asked Mr. James O'Hagan, the editor of the Furniture World and The Undertaker, to take charge of the games. I am quite sure there will be no lack of interest on his part as chairman on the games committee to see that there will be something doing all the time, as everybody knows Jim O'Hagan. So this (Wednesday) afternoon the convention will adjourn for the day to meet at 1.30 at Bay Street dock to go to Centre Island—same place as last year.

We want to call the attention of our members to the fact that we have here a question box, and we want every member to ask at least one question. Write out your questions, deposit them in the box, and some time during the convention we will have an hour in which these queries will be answered. This is one of our strong points, and one of the reasons for our annual convention—the exchange of ideas. Mr. Askin will also be glad to answer questions at the close of his address on any matter mentioned in his talk, and also try to settle any difficulty that members may put to him.

A very important matter that will come before the convention is that of affiliation with the National Funeral Directors' Association of the United States. I will make no comment on this matter, leaving it wholly to the convention itself to settle.

If there are any matters not fully understood by the members I would be pleased to answer any questions that may be put to me.

Again thanking the manufacturers and travelers and trade papers for their support during the past year, I respectfully submit my report for your approval.

F. W. MATTHEWS, Secretary

Toronto, Wednesday, Sept 3, 1919.

In presenting his report, Secretary Matthews said he was sorry that not more were present to hear what he had to say of the work of the Executive during the year and in his reading he interjected many comments and elucidations of various matters raised.

On the worth of the C.E.A. he said he wished the members would take home and think over the propositions set forth. He also elaborated on the point of petty jealousy and commented on the various ways of killing an association.

If those in arrears, as shown by the ledger, would pay up, the Association would be richer by $3,256. There had been, however, about 15 old members who had come forward this year and paid up all back dues.

It would be well if the ledger was cleaned right up, but the members should not expect any one member to do it all. It had been decided at a previous meeting to do certain things, but the secretary neglected to carry out the orders because it was a hard problem to handle.

Secretary Matthews spoke of the matter of affiliation with the N.F.D.A. It meant a per capita tax of 75 cents a member, and would cost the Association about $500. We could join for one year, then we would go in the hole.

The secretary also mentioned the matter of exchange on cheques sent in to pay fees. The loss to the C.E.A. in consequence of this was quite a heavy item. The cash books showed for 1919 a total of $1,216 as against $919 last year; the sundry expenses were $66.90, as against $44.82 last year.



W. S. YULE, Swift Current, elected president of the Saskatchewan Funeral Directors' Assn. for this year at the recent annual convention held at Moose Jaw.

Reading of Correspondence.

Secretary Matthews next read the following correspondence:

From Nova Scotia Association.

Thanks very much for your invitation to attend the C.E.A. convention. I regret to say that I will be unable to attend this year, but am looking forward to meeting your members next year.

Our Association have taken up the matter of forming a National Association and have appointed a committee to take it up with the other associations.

We have appointed Mr. Andrews our representative at your convention, and know that he will do all in his power to bring the formation of it about.—Yours truly,

CECIL E. ZINK,
Secretary, N.S.F.D.A.

From Irish and British Associations.

I was requested by the president of the North of Ireland Undertakers' Association to convey their best wishes and fraternal greetings to you assembled. I enclose congratulations from the English associations also. I regret being unable to be with you this year and still bear pleasant remembrance of my former visits in 1913 and 1916. I am glad to report progress all round in our profession in the Old Country, and although embalming has not advanced as I would have wished, the sanitary care of the dead has now become a fixed principle in our callings.

We as associations will ever bear in our memory the splendid response of your sons to the call of our Mother Country in her hour of need, during the stress of the war. The sacrifice that these brave boys made, as they stood shoulder to shoulder and heart to heart in the

awful contest for right with our own sons, links them for ever together.

You will be pleased to learn that Ireland at the present is in a very prosperous condition. Farmers have made money on all hands. Crops have been good all round, prices outranging the memory of man. Conditions of living, on the whole, have never stood as high, While there has been a great inconvenience by trouble and unrest, this spirit seems to have reached its climax, and men are getting settled down into their normal way of life.

I could not but admire, while in your Exhibition grounds, the vast difference in now and three years ago, as I looked on on Children's Day. I saw those happy children playing round the German guns which your brave boys wrested from the enemy on the fields of France and Belgium. It made a grand picture, when one's thoughts went over the war scenes and the carnage these same guns made and now silenced for ever. It was just grand. R. R. LOUDAN, F.L.C.E.
Armagh, Ireland.

From British Undertakers' Journal.

Please give the Journal's congratulations to the Canadian Undertakers, especially those who took part in the "Big Fight," together with our best wishes for their happiness and prosperity. A week from to-day the annual conferenec of the B.U.A. opens at Matlock and continues four days. I will endeavor to get someone to move that a letter of congratulation and good wishes be sent from the conference to the Canadian Undertakers and Embalmers. A. T. STORY.

From the N.F.D.A.

We enclose copy of the program for our next annual convention and hope that we may have the pleasure of meeting you and others from your country at Atlantic City next month.

A most cordial invitation is extended to all across the border to be in attendance and even though your Association does not become a member of our National body please bear in mind that all your members will be cordially welcomed at any of our sessions.

H. M. KILPATRICK, Secretary.
The National Funeral Directors' Ass'n.



PROF. CLIFFORD G. ASKIN.
Whose talk on Better Business Methods was one of the hits of the convention.

N. B. Cobbledick moved, seconded by Harry Ellis that the secretary's report be received and forwarded to the property committee, and that votes of thanks be tendered our sister association for their evidences of good will.

Notices of Motion.

A motion was introduced "That the trustees holding in trust the stock donated to this Association by Mr. A. J. H. Eckardt have their powers enlarged giving them freedom to sell if they chose this stock and deposit the funds in patriotic or municipal bonds or in whatever way they see fit that will be in the best interests of the Association." It was moved by F. F. Morris and seconded by C. L. Smith.

Mr. Matthews explained the fluctuating nature of stocks generally, and he thought the trustees should be allowed to sell any stock if it reached a figure that would prove profitable to the Association.

Newton Boyd believed if the personnel of the present committee was enlarged by having the secretary act in conjunction with the present trustees they could then be in a position to be close to the market.

The motion was carried and sent on to the Resolution Committee.

Mr. Cobbledick brought up the matter of a trip to the Atlantic City convention. If any members contemplated making a trip he would be glad to get into touch with him.

TREASURER'S REPORT.

A. R. Coltart made his report verbally. He was pleased to say he was in better health than last year. A short time ago he thought it would be necessary to increase the yearly fees to meet the expenditures, but looking over his cash vouchers on second consideration he believed we were doing pretty well. For himself he was in a tight fix—the secretary would not give him any money without signing his book, and the auditors have a halter on him on the other side.

The report, vouchers, etc., were forwarded to the Finance Committee on motion of Messrs. Matthews and Morris.

"Better Business Methods."

Prof. Clifford G. Askin was introduced to the Convention, and he delivered one of the best business talks the members had ever heard. A full house was in attendance, and it speaks well for the speaker that during the hour and a half he held the floor not a person left the room.

By way of introduction, Mr. Askin touched on some of the matters that had come before the morning session. He hoped a large crowd from Canada would attend the N.F.D.A. convention at Atlantic City. In conjunction with that convention there would be a conference of embalmers; there was a splendid program, and the exhibition display was to be the greatest ever assembled together.

In the Secretary's report he noted that there was made a plea for more co-operation, and a suggestion that a paid secretary be appointed and the fees be raised to $10 a year. The same proposition had been put up to his state association (Indiana). They had now a paid secretary and next year the fees would be raised.

This had been brought about mainly because of an amendment that was proposed to be made to the Embalmers' Act, whereby all the merits of the act would be wiped out. But the legislation committee got busy and through the aid of their machinery the Indiana association had been able to combat the proposal. In his State the profession help the health officers and through the co-operation of the health officials they were able to kill the amendment.

The result of appointing a paid secretary showed itself in 67 new members being added to the Association in three weeks time. If the secretary has kept up the good work he should by now have added 150 names to the register. The Association at present embraces 50 per cent. of the funeral directors of Indiana.

A summary of Mr. Askin's address, crowded out of this issue, as well as report of picnic, games and banquet, will appear in next month's number of Canadian Furniture World and The Undertaker.

THURSDAY MORNING SESSION.

The committee meetings took up the first hour of the morning. At the opening of the general session President Brandon called for the nomination of officers for the ensuing year. The result was as follows:

President—F. F. Morris, Bowmanville, nominated by Messrs. Edwards and Letcher.

First Vice-President—T. H. McKillop, Brampton, by Messrs. Morris and Bickley.

Second Vice-President—W. G. Britton, Listowel, by Messrs. Burrowes and Bolton.

Secretary—F. W. Matthews, Toronto, by Messrs. Morris and Love.

Treasurer—A. R. Coltart, Chatham, by Messrs. Burrowes and Bolton.

Trustees—C. N. Greenwood, N. Boyd and R. U. Stone, reappointed.

All the offices being filled unanimously, Pres. Brandon declared the officers as named elected for the year.

President Brandon named the committee who will work on the National Association plan during the year —Messrs. Morris, Greenwood, Matthews and Brandon. So it is up to these men to boost for a Dominion-wide association before next convention.

C. N. Greenwood, as a member of the Ontario Embalming Board, explained some of the regulations regarding the examinations and the law of the Province as affecting the profession.

Up to now the Board had been very careful and very lenient. The members had been keeping away from prosecutions, but it had come up to the point where now is the time the line must be drawn and from now on the law will be enforced. The members had gone around visiting various places, and they found some men not living up to the law. Undertakers of Ontario need not be surprised if a member of the Board drops in some time and brings a charge in the court against such as are not living up to the regulations. The Government appointed the Board to enforce the law and the members intended to do this. There are a number of undertakers in Ontario who are doing embalming, having no certificate to do so.

There is another point. The Act says the license of an undertaker must be exposed to view, not folded away in a desk. If you have two licenses they must be exposed to the view of the public.

Mr. Greenwood instanced one place where he called and the undertaker said he was making no charge for embalming, giving that as a reason for getting by the Act. Such men are defying the Board and the law. The Act states:

"13. Every person who, not being a holder of a certificate of qualification issued by the Board or of a renewal thereof, holds himself out as an embalmer or uses any sign or letters or words or abbreviations importing that he is an embalmer, shall incur a penalty not exceeding $25."

Asked as to qualification for an undertaker's license, Mr. Greenwood read the Act. The Provincial Board of Health had turned over to the Embalmers' Board the issuing of undertakers' licenses, which was a commercial matter entirely. Any person, ordinarily, who pays the fee may have an undertaker's license; but an embalmer's license is a different matter.

Mr. Greenwood explained the clause regarding assistants having two years experience. This had been cut down to one year.

Prof. Renouard rounded out the morning session, and took on the early part of the afternoon with the conclusion of his lectures and demonstration.

The concluding business of the convention will be recorded in the official minutes of the Association, and published in the next issue of Canadian Furniture World and The Undertaker.

VISITORS TO CONVENTION.

We had visitors from both Atlantic and Pacific coast points this year—Mr. and Mrs. P. J. Fitzpatrick, of St. John, N.B., came from the East; Secretary A. B. Gardiner, Winnipeg, of the Manitoba F.D. Association, and Norman J. Bellamy, Moose Jaw, Sask., represented the two Western associations; and T. J. Kearney, Vancouver, was here from the Far West.

OFF TO ATLANTIC CITY.

A number of conventionites went down to Atlantic City to hear the big guns go off at the N.F.D.A. convention. Among these were Mr. and Mrs. F. W. Matthews, Mr. and Mrs. N. B. Cobbledick, R. U. Stone, Toronto, S. N. Greenwood, Stratford, and Dr. Ferguson. A number of others expressed themselves as likely to go if their plans could be arranged to allow of a week's absence.

A. B. Gardiner, of the Manitoba Association, and N. J. Bellamy, of the Saskatchewan Association went down to Atlantic City, the latter to see about affiliation of his organization with the N.F.D.A.

CANICULA EMBALMING FLUID

That velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY
366 Bathurst Street - TORONTO, CANADA

WORLD'S FIRST FUNERAL BY AIRPLANE

Toronto Funeral Director holds first aerial funeral ever held—Robt. U. Stone, Toronto, holds honor

A CANADIAN funeral director has the honor of conducting the first aerial funeral in the world. This funeral was held on Wednesday, September 3, at Toronto, from the foot of Bathurst Street to Mount Pleasant Cemetery. It was thus necessary for the aerial cortege to cross the city from south to north.

The funeral was that of Leonard Allan, a five-month-old baby boy, whose home was at 105 Trinity Street. The child died in the Hospital for Sick Children on the 1st of September.

The funeral service was held at the residence on Trinity Street. The family and friends were taken to the Mount Pleasant Cemetery by motor, while a motor hearse took the body to the foot of Bathurst Street, where two Curtiss machines were in waiting. The tiny coffin was strapped into the plane in front of the pilot and at 11.15 the two planes commenced their flight, crossing the city and making a perfect landing to the east of the cemetery, where motors were in waiting, and the remains taken to the graveside, where the ceremony was completed.

Robert U. Stone, the funeral director, who conceived and carried out this first funeral by aeroplane, when interviewed, said:

"I am quite satisfied. Everything went absolutely as planned. I am quite aware that I am leaving myself open to criticism, but people threw up their hands when the first funeral was arranged by motor. The funeral by aeroplane was bound to come in time, and I have proved that it is feasible. Until the use of aeroplanes for commercial purposes is more advanced I see no immediate future for funerals by aeroplane. The expense has to be considered. There must be a proper place to 'take off' and a proper landing place at the graveside. However, for transportation of bodies in emergency cases, there is a future. A body could be brought from a remote district or from city to city.

"From a military standpoint, it may appeal to flying men. Military honors are conceded to those who die in the service, and aeroplane funerals are a possibility as a tribute to men who have given their lives in that service."

The funeral plans were certainly well made and well carried opt. The first plane, carrying the foffin, took off from the sand fields at 11.15 a.m. It was piloted by Mr. Harold Smith, late of the R.A.F. The second plane, piloted by Flight Lieut. McCarthy, followed immediately. In this plane was Mr. P. H. Houghton, a returned soldier, who is a member of Mr. Stone's regular staff. Approaching the cemetery the planes flew as one, circled Mount Pleasant at about 4,000 feet. The first plane gradually decreased its height and landed lightly while the second dropped in a sensational spiral nose dive and quickly ran alongside its leader.



The landing at Mount Pleasant Cemetery. From left to right: R. U. Stone, who conducted this first airplane funeral; W. H. Ford, superintendent of Cemetery; Mr. Stone's assistant; and Art. McCabe, Toronto funeral director, who was present at the funeral.

The permit was carried by airplane and handed by Mr. Stone to W. H. Ford, the superintendent of the cemetery. Capt. James P. Beaty, president of the Aero Club, was at the foot of Bathurst Street, and witnessed the start.

News of the funeral was kept very quiet, and only the friends and a few people who happened to be in the vicinity of the cemetery witnessed the proceedings. The twentieth century is a fast-moving one, but a funeral combining as this one did, motors, airplanes and moving picture men, was hardly conceivable. However, the inconceivable has become an actuality, Toronto, and the world, has had its first airplane funeral.

New Show Rooms at Dominion Mfg. Co.

NEW showrooms were opened at the Dominion Manufacturing Co.'s head office at Niagara and Tecumseh Streets, Toronto, during the recent C.E.A. convention, giving them the finest showroom in their line in the country.

An artistic stairway leads from the general offices to the showroom on the floor above. To the front are a couple of rooms—one a rest room for visitors, the other the board room for meetings of directors and officers. Both these rooms are splendidly decorated and furnished. The furniture of the rest has mahogany frames upholstered in blue plush, the curtains and wall hangings harmonizing. The board room is furnished in oak.

The showroom is a commodious room with two aisles through the stock. One great advantage is that every item on the floor can be conveniently examined; there is no crowding.

At the far end of the showroom, in opposite corners, are two small rooms in which funeral directors may bring customers to see how any particular casket would look in home surroundings. Between these two rooms is a large wayy display case, in which are dressed wax figures to give an idea of what is latest in the way of funeral costumes.

On the west side of the building are also two large glass wall cases to show off the plush-covered and couch caskets. The adult sizes in these cases are interspersed with children's cases. On the opposite wall are a toilet room and the display of hardware. New silent salesmen of up-to-date construction are being put in for this department. There is also a wall case displaying boxed costumes, door drapes, etc.

Among the caskets shown were metal caskets in Spartan silver, bronze and copper. A pair of cases in solid mahogany and quartered oak, highly ornamented, were much admired; and a Circassian walnut case in Colonial design was a very attractive centre piece. Besides these there were many figured gums and walnut cases in new panel effects.

In cloth cases there were some splendid colored plushes in Royal purple, French grey, white and black broadcloth. Among the lisplays was a very fine cooling board and catafalque outfit in brown plush, said to be one of the finest ever seen in Canada.

The hardware line displayed showed that Spartan finish still holds its popularity. Besides there were many new handles shown for the first time in ebony, oxidized, gunmetal and antique silver.

The lighting effects of the showroom are well nigh perfect. Indirect electric chandeliers throw a soft color, and the stained glass windows give a nice effect.

The official opening took place on Wednesday evening, September 3, when all visitors to the convention attended. Musgrave's orchestra provided music, Duncan Cowan sang, Coles catered, and the wives and daughters of the Dominion officers saw that all present were attended to.

A souvenir was given the funeral directors in the shape of an order book, bound in leather. The book's form provided for almost everything an undertaker wants to know—funeral register, sales record—everything from the first call to the end of the funeral.

CHAMPION EMBALMING FLUID.

The Champion Chemical Co. made a splendid showing of their embalming fluid, instruments, church trucks, couches, etc., during convention week at 114 King Street West. Both Dr. Ferguson and Mr. Johnston were in charge and one or both of them were there all the time. Besides the Champion Fluid the twin line, "Kosmoleum," was shown.

Both the Doctor and Mr. Johnston were assiduous in looking after the interests of those who called, and they were congratulated on their efforts towards making the C.E.A. convention such a success.

SOMETHING NEW IN DOOR DRAPES.

Combined with the Champion Chemical exhibit, or rather in the same building, the National Wreath and Spray Co. of Cleveland, Ohio, made a display of their products, and it was a splendid line, too. Before the close of the week the whole display was sold.

The line is a new one in Canada. Instead of cloth door drapes, the designs ran to floral boquets, sprays, laurel wreathes, hanging baskets. The first day only pictures were shown, but it is right to say that the photos hardly did justice to the line. Max E. Gottlieb and his assistant, J. Walsh, looked after the exhibit.

H. S. ECKELS & Co.

This company had their quarters in the Prince George Hotel, as in the past. They did not make any elaborate display of their line, preferring to have their representative cater to the comfort of their customers and friends. Bob Flint was in charge and everybody who called was well looked after.

CARANAC
EMBALMING FLUID

Those that use this fluid do not believe there is a better one.

Our increase in business each year testifies as to its merits.

It produces the best results every time.

LET YOUR NEXT ORDER BE CARANAC

WE SHIP PROMPTLY

Caranac Laboratory
Peterborough - Ontario - Canada

Nova Scotia F. D's Convention

Reported for The Canadian Furniture World and The Undertaker by G. E. Nichols, Halifax

THE Nova Scotia Funeral Directors and Embalmers' Association held their annual convention at Snow & Co.'s premises, Argyle Street, Halifax, on August 19, 20 and 21, with all officers present and a large attendance of members.

President A. W. Murray was in the chair, and assisting him were Vice-President J. C. B. Olive, Sec.-Treasurer Cecil E. Zink, Sergt-at-Arms J. A. Logan, and Chaplain G. D. Wright.

The program as mapped out in advance was pretty well adhered to, as follows:

Tuesday, August 19th, 1919

10.00 a.m.—Call to order. Opening prayer by City Clergymen. Address of welcome by Mayor Parker. Response to address of welcome, J. C. B. Olive, Truro. President's Address. Report of Secretary-Treasurer. Appointment of Committees.

11.00 a.m.—Lecture by Prof. C. F. Moadinger.
2.00 p.m.—Business session.
2.30 p.m.—Receiving new members.
3.00 p.m.—Lecture by Prof. C. F. Moadinger.
4.00 p.m.—Business session.
7.30 p.m.—Lecture by Prof C. F. Moadinger.

Wednesday 20th, 1919

9.30 a.m.—Lecture and demonstration by Prof. C. F. Moadinger.
11.00 a.m.—Election of officers and other business.
2.00 p.m.—New business and lecture by Prof. C. F. Moadinger.
7.30 p.m.—Business session.
9.00 p.m.—Banquet at Tally Ho.

Thursday, August 21st, 1919

9.30 a.m.—Lecture of Prof. C. F. Moadinger.
10.30 a.m.—Reports of Committees.
11.00 a.m.—Business and appointing place of next meeting.

Prof. C. F. Moadinger, President of New York State Undertakers' Association, delivered a course of lectures and demonstrations which very fully cover such topics as: Blood discolorations, circulation and respiration, anatomy of organs of circulation, cavity of preservation, arterial embalming, bacteriology for embalmers, decomposition, communicable diseases and disinfectants, post mortem cases, cosmetics and demi-surgery.

The professor also gave instructions for those preparing for examinations for licenses.

PROFESSIONAL NOTES.

R. R. Loudan, Armagh, Ireland, was a caller at Canadian Furniture World office during the month.

S. E. Hayward, who started undertaking at Sussex about two and a half years ago, has sold his stock and equipment to F. W. Wallace, Sussex, N.B.

At the home of Mr. and Mrs. F. W. Wallace, Sussex, N.B., on Thursday evening, August 30, their son, William H. Wallace, was united in marriage to Miss Mary Knight of Sheffield, England, by Rev. M. Shewen. The groom went overseas in the 104th Battalion. The happy couple left by auto on Friday morning for Pleasant Lake, where they spent their honeymoon.

WHO SAID THIS?

Prof. Renouard, according to Tom Simpson, was giving his pupils a lesson regarding the circulation of the blood, during the recent school session, and among other things said: "If I stand on my head, by way of illustration, the blood rushes to my head, doesn't it?" "when I stand on my feet, why doesn't the blood rush to my feet?"

"Because," answered one daring youth, "your feet ain't empty."

WATCH YOUR STEP.

Pat Fitzpatrick says you never can tell when your simplest words are going to be twisted out of their meaning. He exemplifies with the incident of an austere-looking woman who walked into Eaton's store while he and his wife were looking about, and said to the clerk:

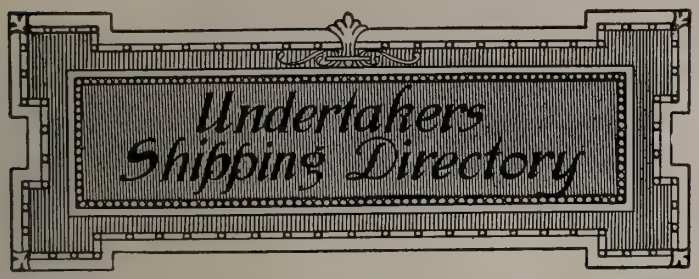
"I should like to purchase a muff."

"What fur?" inquired the clerk.

"To keep my hands warm, you idiot?" exclaimed the woman.



Motor hearse delivered to T. G. Ross, of Assiniboia, Sask., on August 30, by Wattman & Kalbfleisch, Stratford. It is built on a Studebaker chassis. A similar body on an Overland chassis was delivered to R. Clark, of Alton, Ont., on September 6th.



ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont—
Logan, R. A. 'Phone 2107.

Dungannon —
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph

Hamilton—
Blachford & Sons.
57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A.
Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 543.
D. Clark, Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519
Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Geo. J. Chapman,
742 Broadview Ave.
Phone G. 3885.
Ambulance service.
Cobbledick, N. B.
1508 Danforth Ave., and
2068 Queen St. E.
Auto equipment for all
branches of service.
Phone Beach 73.
J. A. Humphrey & Son,
463 Church St.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all
branches of service.
Motor ambulance.
Phone North 4400.
Washington, Fleury Burial
Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine
St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co., Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

MY REPUTATION is under the Cork of Every Bottle of RE-CONCENTRATED DIOXIN

If I can get you to Realize Three Thoughts in this Connection I shall be Satisfied.

THE FIRST THOUGHT

Is that I stake the reputation which I have been struggling to obtain during the past twenty-six years on the perfection and satisfaction-giving qualities of my latest product, RE-Concentrated Dioxin, the Peroxide of Hydrogen Fluid.

THE SECOND THOUGHT

Is that I, being one of the inventors and the patentee of the Eckels-Genung Axiliary Method, used by more than 12,000 embalmers in the United States and Canada, would not do this did I not know it to be the best and most modern fluid made.

THE THIRD THOUGHT

Is that I would not dare to offer to Pay Freight Both Ways and to make no charge for fluid used in tests if I was not sure that Dioxin would give satisfaction far beyond that possible with any other fluid known to science.

These are Broad Statements, but they are borne out by the experience of thousands of high-class embalmers who have compared the Cosmetic Effects and Preserving Properties of DIOXIN—the Peroxide Fluid—with those of other fluids.

One sixteen-ounce bottle RE-Concentrated Dioxin will make a gallon of Peroxide of Hydrogen Embalming Fluid of standard strength for arterial embalming, or it will make one-half gallon of extra strength Formaldehyde Fluid for bad cases or for cavity work

The quantity of water you add determines whether it shall be a Formaldehyde Fluid or whether Peroxide of Hydrogen shall predominate.

RE-Concentrated Dioxin, therefore, aside from being the only "pint-to-the-gallon" fluid ever manufactured and the most economical fluid ever placed on the market by a responsible chemist, is really two fluids in one.

DOUBLE DISINFECTING BASE.

This is because RE-Concentrated Dioxin has a double disinfecting base. One of these bases of Formochloral, a purified form of Formaldehyde in which the Formaldehyde is robbed of its gratest disadvantages while retaining all of its virtues. The other base is a substance which combines with the water you add in the right proportion which makes it a Peroxide of Hydrogen Fluid.

Peroxide of Hydrogen is composed of two parts of Hydrogen and two parts of Oxygen. Its chemical symbol is H2 O2. Water is two parts of Hydrogen and one part of Oxygen. Its symbol is H2O. The chemicals in RE-Concentrated Dioxin combine with the water you add and supply to the water the extra atom of Oxygen needed to transform it all into the kind of Peroxide of Hydrogen which makes the Best Embalming Fluid ever discovered.

RE-Concentrated Dioxin, containing as it does and in an extremely concentrated form enough disinfecting and preserving chemicals to make one gallon of fluid, is the strongest and most powerful fluid in the world to-day, yet it combines with its Titanic strength the marvellous softness and delicacy which it is so desirable to use on delicate complexions or those in which the very highest degree of cosmetic effect is desired. It is two fluids in one bottle. This leaves you in a position to make the choice at the moment of embalming.

There are times when you want a strong fluid. In RE-Concentrated Dioxin you have it.

There are times when you desire a soft, mild and delicate fluid. In RE-Concentrated Dioxin you have it.

By its use a large proportion of blood can be withdrawn and especially in dropsy and jaundice cases its effects are magical. Dioxin is good in all cases, but it is marvellous on the very class of bodies where other fluids are weakest.

SEND FOR A TRIAL SHIPMENT.

Order a shipment of RE-Concentrated Dioxin—TO-DAY—and use it on your next important case.

H. S. ECKELS & COMPANY, 221 Fern Avenue, Toronto, Ontario, Canada

Index to Advertisers

B

Baetz Bros. 26
Ball Furniture Co. 22
Beaver Furniture Co. 14
Bemister, H. A. 17
Brandt, F. C. 15

C

Canada Furniture Mfrs. 24
Canadian Feather and Mattress Co. . 17
Canicula Campany, Limited 65
Caranac Laboratory 67
Champion Chemical Co. i.b.c.-63
Chatfield, C. B. 52
Chesley Furniture Co. 13

D

Dominion Manufacturers 61-62
Dupont Fabrikoid Co. 20

E

Eckles, H. S. & Co. 69
Egyptian Chemical Co. 70

G

Gendron Mfg. Co. .....i.f.c.
Globe-Wernicke Co., Ltd. 6-7
Gold Medal Co. 12

H

H. E. Furniture Co. 18
Hourd & Co. 16

I

Imperial Rattan Co. 10
Irish, G. L. .....o.b.c.

K

Kindel Bed Co. 3
Knetchel Furniture Co. 22

L

Life Long Furniture Co. 52
Lloyd Mfg. Co. 19

M

Marshall Sanitary Bedding Co. ....i.f.c.
Maxwell Mfg. Co. 54
Matthews Bros. 16
McLagan Furniture Co., Geo. 4-5
Meaford Mfg. Co. 21
Morlock Bros. 22

N

N. A. Furniture Co. 17
National Table Co., Ltd. 17
North American Bent Chair Co. 18

O

Owen Sound Chair Co. 17

P

Phonola Co., The 53

R

Robertson & Co., P. L. 52

S

Shafer & Co., D. L. 16
Sidway Mercantile Co. 25
Steele & Co., Jas. 17
Stratford Chair Co. 8-9
Stratford Mfg. Co. 11

W

Walter & Co., B. 16
Wattman, Kalbfleisch Car Body Co. 57
Woeller, Bolduc Co. 14

The Original Patented Concentrated Fluid

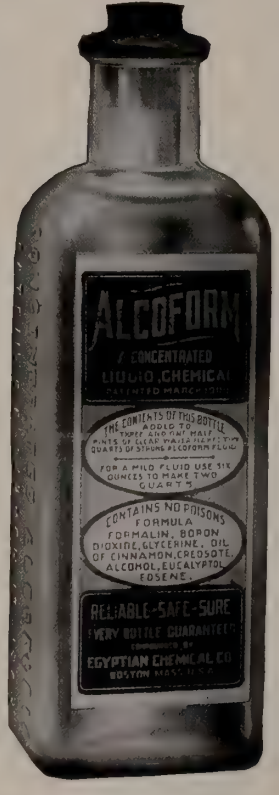
Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.



Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A

For Sale Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents. If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

FOR SALE—Cadillac Hearse, in excellent condition, for quick sale. Apply to Mr. Nash, undertaker, 1153 St. Clair Avenue, Toronto. Photo on application. S

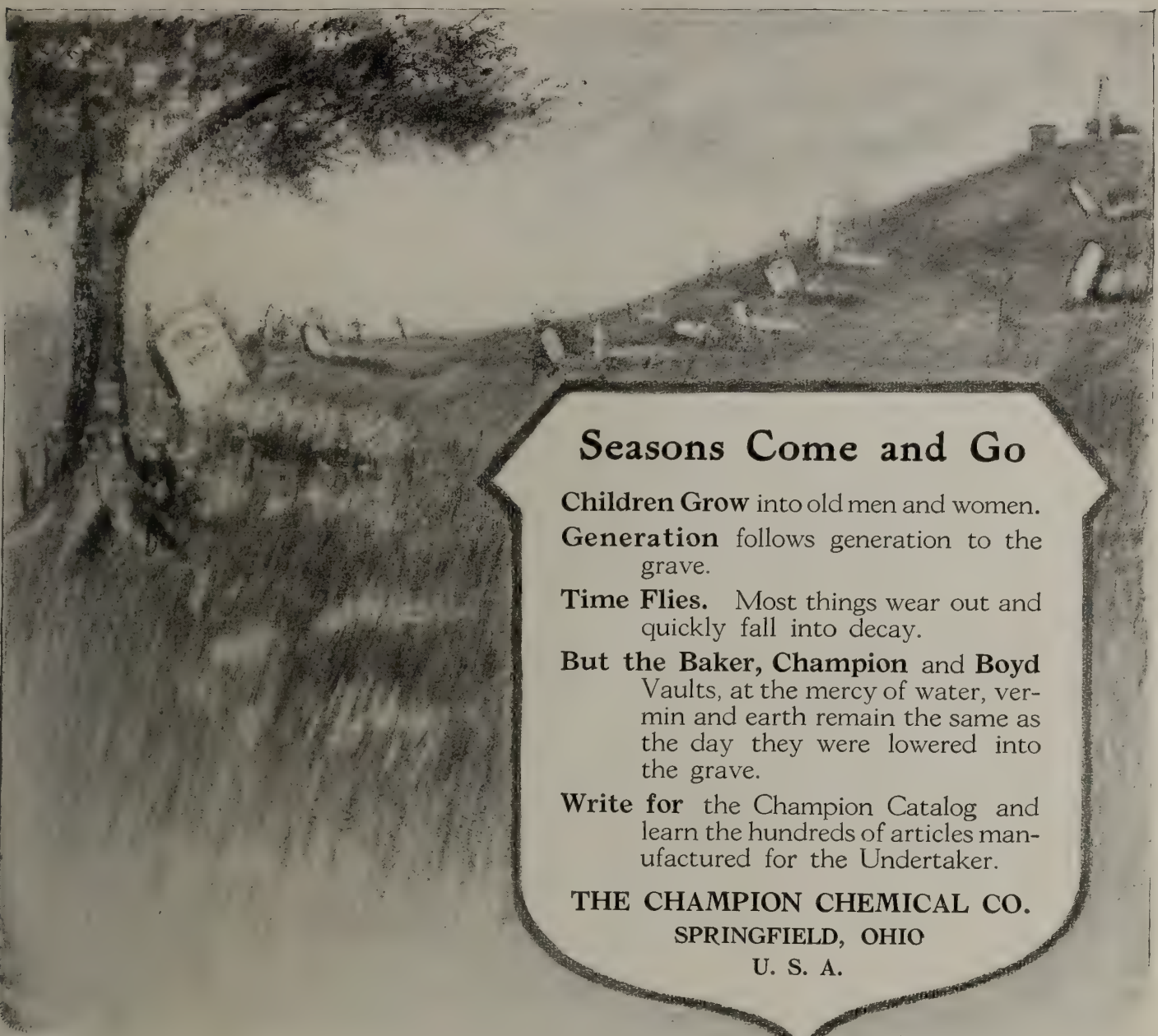
WANTED—Position in a small city or good sized town, by a married man, as furniture salesman, undertaking and general work around furniture store. At present engaged as furniture salesman in a large city. Member of the Canadian Embalmers' Association. Good reason for making a change. apply Box 17, Canadian Furniture World, Toronto.

FOR SALE—Single Deck Casket Wagon, rubber tires; made by Matthew Guy; in good condition; also white Hearse, will take 5 foot casket; rubber tires. Apply to W. Speers, 2926 Dundas Street West, Toronto. J

TRAVELERS WANTED—We require a good live wire in every Province in Canada, to sell the products of the Canicula Chemical Company.. Liberal commissions. Travelers representing casket houses preferred. Apply by wire, letter or in person to 366 Bathurst Street, Toronto. J

UNDERTAKING BUSINESS WANTED.

SOMEWHERE IN CANADA there is a successful undertaker who has reached the point where he desires to retire or to sell a half interest in his business. Let's correspond. Have had eight years experience with high-class undertaking establishments and will buy a good business outright or purchase half interest. Address replies to Box 91, Canadian Furniture World, 32 Colborne Street, Toronto.



Seasons Come and Go

Children Grow into old men and women.

Generation follows generation to the grave.

Time Flies. Most things wear out and quickly fall into decay.

But the Baker, Champion and **Boyd** Vaults, at the mercy of water, vermin and earth remain the same as the day they were lowered into the grave.

Write for the Champion Catalog and learn the hundreds of articles manufactured for the Undertaker.

THE CHAMPION CHEMICAL CO.
SPRINGFIELD, OHIO
U. S. A.



Illustrating the **Boyd Steel Grave Vault.**

DR G. W. FERGUSON - 38 LEUTY AVENUE - TORONTO CANADA

Attention, Please



Facts are queer things and sometimes stranger than fiction. The facts are that prices on my statuary haven't been advanced in two years. That fact, Mr. Dealer, ought to be worth a *big order* from you—Try a $150.00 sample order—can you imagine such a condition in face of the fact that raw materials have advanced as much as 900%. But this condition cannot last—it has only been accomplished by great foresight, and good judgment—so get on the band waggon at once with an order. The prediction is 50% advance shortly.

FLOOR LAMP AND SILK SHADES

from $15.00 to $50.00 complete. Try a sample line of 6—mahogany finish, brass clusters with two lights.

Oval and square service trays with beautiful medallion bottoms—$1.50 to $3.00.

New line of up-to-date pictures, water colors, artotype engravings, pastels, oil paintings, pearl paintings, very tastily framed for the furniture trade.

TRY OUR $100.00 SAMPLE ASSORTMENT

G. L. IRISH, 499 Queen Street West

TORONTO - - CANADA

Canadian
Furniture World
and
The Undertaker



OCTOBER, 1919

Published by
The Commercial Press, Limited, 32 Colborne St., Toronto, Canada

The Gendron Manufacturing Co., Ltd.



Baby Carriages

For Season 1920

Samples are now ready and we invite you to inspect same.

Travellers now calling on the trade.

FOR A COMPLETE LINE OF GOODS SEE OURS.

THE GENDRON MFG. CO., LIMITED, TORONTO, CAN.

If your cushions bear this trade mark They are Genuine

SATISFIED CUSTOMERS

MEANS COMFORT

EXTENSIVELY ADVERTISED

YOUR GUARANTEE

TRADE MARSHALL SPRING MARK PATENTED

POSITIVELY DUST-PROOF

KEEP THEIR SHAPE

USED ON BETTER FURNITURE

SATISFACTION ASSURED

The Marshall Ventilated Mattress Company, Limited

10 West Market Street - Toronto

LONDON, ENG. CHICAGO, ILL.

STRATFORD FURNITURE

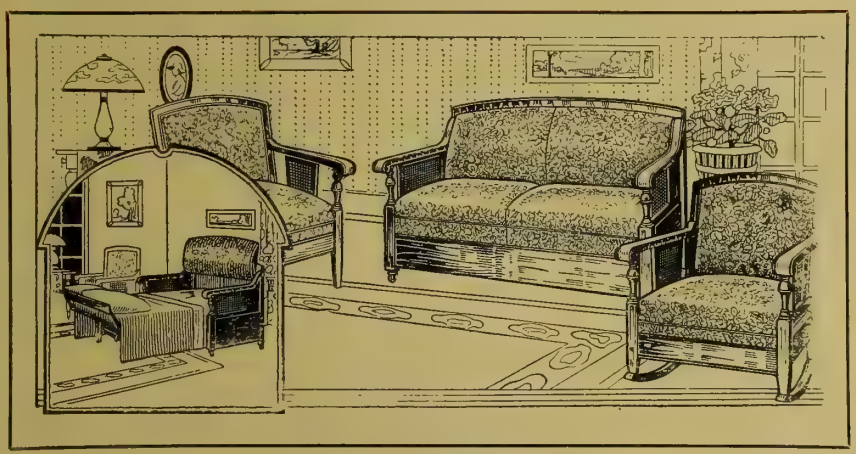
Now is the time to feature the

Kroehler Daveno

The World's Most Comfortable Davenport

Advertised in the Pictorial Review, The Ladies' Home Journal, Good Housekeeping, and other National Weeklies. Featured at The Canadian National Exhibition, The Western Fair at London, and The Central Fair at Ottawa. We are spending $200,000 in consumer advertising to aid you to place Kodavs and Davenos in your customers' homes.

Comfortable Durable Artistic Desirable



KODAV SUITE NO. 480

NOW is the time to feature the sale of KROEHLER Kodavs and Davenos, and to advertise them in your local newspaper. ¶ Kroehler Davenos are famous as the world's most comfortable Davenport—they are of striking beauty and quality—they have full-sized mattress and well-constructed spring seats, and are easy to operate. ¶ Kroehler Davenos are winners—Business Boosters—Trade Getters—They've been Tested. ¶ Write us to-day for further information, and get a Daveno on your floor.

THE KINDEL BED COMPANY, LIMITED

STRATFORD -:- ONTARIO

STRATFORD FURNITURE



5080—Buffet



5088—Side Table



5087—Extension Table

McLagan

THIS beautiful Queen Anne Suite, built by McLagan, is a leader you should feature to your trade. Its beautiful lines and exquisite finish make it a very attractive suite and a quick seller. The buying public, particularly in furniture, are becoming more fastidious in their tastes for

The George McLagan
Stratford



2682—Diner

STRATFORD FURNITURE

s Quality

good quality and appearance, and you can satisfy this demand by featuring QUALITY LINES. McLagan furniture has always been noted for all that the word, QUALITY, implies, and you will be taking no chances with your trade in offering McLagan Furniture.



5080A—Buffet

urniture Co., Limited
Ontario



2682A—Arm Diner



5084—China Cabinet

STRATFORD FURNITURE



Globe-Wernicke Bookcases at Christmas Time

"You can work a Globe-Wernicke Bookcase into nearly every one of your window displays."

Christmas is almost upon us, and with its approach the demand for Globe-Wernicke Bookcases is daily increasing.

A stock of Globe-Wernicke Bookcases makes a most attractive Christmas gift, and to the wide-awake furniture dealer in any community there is an almost unlimited field in which to promote the sale of this HIGH-GRADE line of merchandise at Christmas time.

"Our National Advertising has a wide circulation in your locality."



Can you imagine any gift of furniture that would be appreciated more by recipient than a carefully-selected Globe-Wernicke Bookcase? And have you thought of the possibilities of future sales growing out of a Christmas gift of this nature?

Make a drive on Globe-Wernicke Bookcases this coming CHRISTMAS season. Your customers will appreciate your suggestion.

"Costs no more than the ordinary kind"

The Globe-Wernicke Co. Ltd. MAKERS OF SECTIONAL BOOK

STRATFORD FURNITURE

Globe-Wernicke

Campaign of National Advertising



Covers the country like a huge blanket—it reaches hamlet, village, town, and city; the ranch on the prairie, the residence on the boulevard. It is humanized advertising—the type that stirs up interest. Women are attracted by its home atmosphere—men by its practical presentation of the Globe-Wernicke idea. It inspires the confidence and faith of its millions of readers.

Link this advertising up with your store. Get our window display cards. Use our "electro" service in your home newspaper. Take advantage of the co-operation we offer to our agencies. Identify your store as the local headquarters of the Globe-Wernicke Bookcases, and increase the selling strength of our ads for you.

Push Globe-Wernicke with all your strength—you will net good profits and a host of satisfied customers.

"We are the originators of the Sectional idea as applied to Bookcases and Filing Cabinets."

"Globe-Wernicke Sectional Bookcases are so inexpensive that there is no one who can read but can afford them."



"This is the Globe-Wernicke Period"

CASES AND FILING CABINETS EXCLUSIVELY **STRATFORD, ONTARIO**

STRATFORD FURNITURE

Rattan Furniture That Sells



Imperial Rattan designs are original.

Tapestry can be provided to harmonize with any furnishing or color scheme.



Write us to-day for illustrations of our newest designs

IMPERIAL RATTAN CO., Limited, STRATFORD, Ont.

COLLAPSIBLE CARD TABLE

Top 30x30 Height 27 in. Weight 9 lbs.
Mahogany Finish

Felt Top - - - $40.00 per doz.
Leatherette Top - $36.00 per doz.

We illustrate a card table that is taking well with the furniture trade. This table has many good selling features that will make it attractive to your customers. It is finished with a particularly hard varnish, top is made of fibre board and covered with felt or leatherette, and the folding legs are equipped with a locking device that is easy to operate. When set up this table is absolutely solid and does not wobble.



Card Table No. 51

Send your order to-day

The STRATFORD MANUFACTURING CO., Limited
STRATFORD -:- ONTARIO

STRATFORD FURNITURE



1654-1 Diner Leather Slip Seat

All Stratford Chair Company Designs

are carried out in a most thorough and craftsmanlike manner. This however does not imply prices that would prohibit extensive sales.



1654-5 Arm Diner Leather Slip Seat

Attractive designs substantially made and well finished.



367 Ex Table

Excellence of material and workmanship.



665-B Buffet

Quartered Oak only Fumed Golden or Old English Finish



411 China Cabinet

THE STRATFORD CHAIR COMPANY, LIMITED

STRATFORD - ONTARIO

When it Comes to Live Sellers You Cannot Beat

THE "MEAFORD" LINE

In the first place Meaford furniture is popular priced. The furniture has the appearance of high quality. It is the kind that sells day in and day out the year around in every furniture store in the country.

You cannot fully appreciate the selling qualities of the Meaford line unless you carry a few pieces in stock. In appearance you cannot get a line that is as attractive at equal prices.



No. 5030B



No. 5030B



No. 5030B

Write for complete illustrations and price list to-day.

THE MEAFORD MANUFACTURING COMPANY, LIMITED

MEAFORD - ONTARIO

The Meaford Line Comprises

DININGROOM SUITES WARDROBES SEATS and MIRRORS BOOKCASES LIBRARY TABLE
MEDICINE CABINETS HALL RACKS JARDINIERE STANDS DESKS CENTRE TABLES

MADE IN **Macey** CANADA

Macey Advertising Reaches all of Canada

and is creating a demand that means increased profits for you if you will reach out and take them.



Start Now

And link up your store with the "Macey" name and advertising that is making "Macey" cases the most popular and best-selling line on the market.

We Will Help You



Let Us Know

if you can stand to do any more business than you are now doing, and we will show you how you can do it. We have done it for others and can do the same for you if you get in on our big sales campaign.

Do It Now

CANADA FURNITURE MANUFACTURERS LIMITED
WOODSTOCK, ONTARIO.

SOLE MANUFACTURERS FOR CANADA

Do It Now

MADE IN **Macey** CANADA

THE
HEART
OF YOUR EXTENSION
TABLE IS THE
SLIDE

YOUR TABLE IS
CONDEMNED IF THE SLIDE
DOES NOT WORK
PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES.
ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

WE ARE STILL TAKING ORDERS FOR HIGH QUALITY MOULDINGS and FRAMES for 1919

AND WE DELIVER THE GOODS!

MATTHEWS BROS., LIMITED
THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA

SHAFER CEDAR CHESTS

Skilled workmen and best quality material make possible the execution of our efforts to build only chests of character. We will be glad to forward illustrations and quotations on request.

D. L. Shafer & Co.
St. Thomas, Ontario



Write to-day for our special gross lot offer.

THE REVOLVING APARTMENT

is America's latest attempt to solve the present housing problem. It consists of a turntable device which enables one room to do the duty of four.

Although we have not yet been reduced to the one-room apartment the

ELITE FOLDING TABLE

comes as a welcome suggestion to most apartment dwellers.

It serves so many purposes, and takes up so little space that it generally sells on sight.

Not only in the apartment, but in every home, school, church or club, the "Elite" Folding Table enjoys a wide sphere of usefulness.

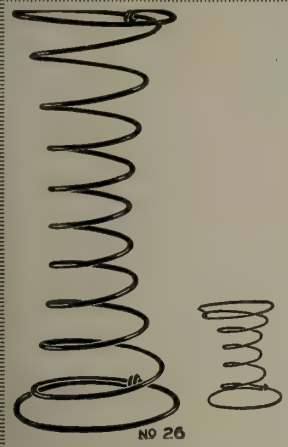
Hourd & Co., Limited *Sole Licensees and Manufacturers* DEPT. W LONDON

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



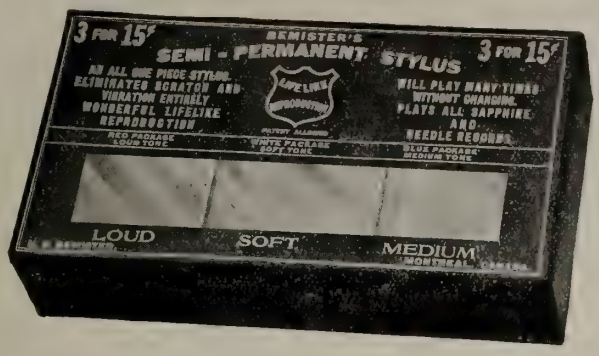
Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

James Steele, Limited
Guelph, Canada



¶ I want every Furniture Dealer and Undertaker handling phonographs and supplies to write me for free samples and prices of my semi-permanent STYLUS.

Big demand—quick profit

H. A. BEMISTER

10 Victoria Street Montreal, Que.



Sell Your Customers Quality and They're SURE to Come Back

We have the come back, and it sure is a puller. This Imperial Kapok, given half a chance, will be head and shoulders above anything you have on your floor— a leader that is filled with comfort, quality and the real 100% pure prime Japara Kapok—it can't be beat for finish, quality, and appearance; the workmanship is the best, and only a high grade of ticking used.

Drop us a few words and let's get acquainted. The benefit will be mutual.

The lighter Kapok Mattress indicates the best quality material used. Full 5½ inch border, imperial edge, should not weigh over 30 lbs. gross, including case.

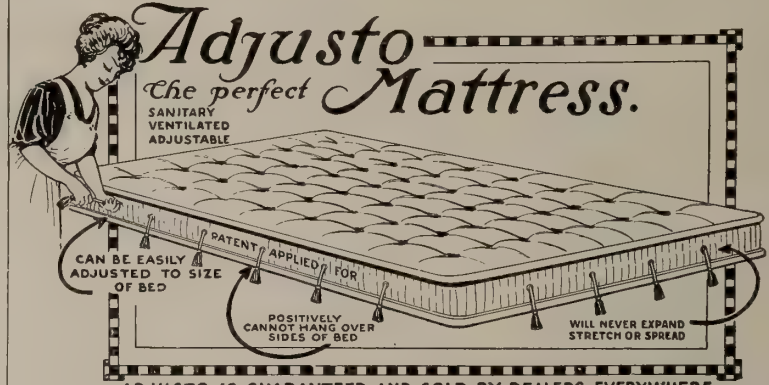
The Canadian Feather & Mattress Co.
LIMITED

TORONTO OTTAWA

The End of YOUR Search for BETTER Chairs

The merchandising superiority of the North American line is defined in the words "better chairs at ordinary prices." This means real distinction of design in chairs that can be sold in quantities. It means the highest quality —in materials, structural features, workmanship and finish. Write for our complete catalogue, you will find it contains many good sellers.

THE NORTH AMERICAN BENT CHAIR CO.
LIMITED
Owen Sound - - Ontario



ADJUSTO IS GUARANTEED AND SOLD BY DEALERS EVERYWHERE.

MANUFACTURED SOLELY BY
THE ONTARIO SPRING BED & MATTRESS CO.
LONDON • • • • CANADA

ADJUSTO MATTRESS

SANITARY
VENTILATED
ADJUSTABLE

The "Adjusto" Mattress, with its exclusive "adjustable" feature, has proved a ready seller throughout the furniture trade. It is the best, most comfortable and longest wearing mattress on the market to-day. The highest grades of felt and ticking are used in its construction and workmanship of a high order is employed. Your customers will be pleased with the "Adjusto" and you will find that it brings you repeat sales.

The Ontario Spring Bed & Mattress Co.

LONDON
CANADA

The HARTSHORN LINE

STROLLERS SULKIES PULLMANS



668-R PULLMAN

OUR SALESMAN WILL CALL

Our specialty this year is Strollers. Spruce up your stock with something different. We use only genuine reed. A large assortment, no limit to design. A large stock always on hand.

C. H. HARTSHORN KITCHENER ONTARIO

DUPONT CANADIAN INDUSTRIES



The Economy of Fabrikoid-Covered Furniture

Furniture upholstered in first-grade leather is out of the reach of most housewives. In consequence of the extreme high price of real leather, many housewives now insist upon Fabrikoid-covered furniture—because it's *cheaper, handsome, and more endurable.*

Leather will crack and split, easily becomes stained, and once stained its appearance is ruined.

Fabrikoid is tough and durable, never splits or cracks—stains have no effect upon its surface.

Dupont Fabrikoid is advertised from coast to coast. The public is educated to its good points. Its wear resistance and attractive pattern is creating a rapidly-growing demand for Fabrikoid-covered furniture. Stock it – recommend and sell it with absolute confidence. It will boost your furniture sales.

Write for our store helps. They will help you display and sell Fabrikoid, and are attractive additions to your store equipment.

The DUPONT FABRIKOID COMPANY

63 BAY STREET - - TORONTO

DUPONT



No. 297—DINING SUITE
Plain Oak, Fumed or Golden Gloss Finish

THE uniform and unfailing high quality of Knechtel Furniture has long been an established fact among buyers who have known our line. You can recommend Knechtel Furniture to your friends and sell it to them with confidence knowing that it will give the satisfaction that furniture of good design and thorough construction ought to give.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

For Your REPAIR DEPARTMENT

We have in stock at your command, prices right—

UPHOLSTERER'S SPRINGS	thirty eight sizes and styles for all classes of work.
UPHOLSTERER'S TACKS GIMP TACKS, AND CARPET TACKS	All sizes, in packings of one pound and twenty-five pound boxes.
UPHOLSTERER'S NEEDLES	all descriptions and sizes.
"DALMOR" VENEER CHAIR SEATS	Local, Round, Ball Top, Crown Dining and Square —all sizes.
FIBRE CHAIR SEATS	Local, Round, Ball Top, Crown Dining and Square —all sizes. Black color.
TWINES	Tieing Twine, Mattress Twine and Stitching Twine.
"TAPESTRIES, WEBBING, GIMPS"	

"Quality and Satisfaction"

DALY & MORIN, LIMITED, Lachine, Montreal

ADVERTISING THAT PAYS

WANT ADS BRING RESULTS

2 cents per word per insertion

THE CANADIAN FURNITURE WORLD

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

OUR CIRCULATION COVERS THE FIELD

2 cents per word per insertion

The Commercial Press, Limited, 32 Colborne St., Toronto

OLDER THAN A MUMMY
SO HAND WEAVING IS

WATCH **LLOYD'S** PROOF

AT THE NEW YORK SHOW

OCT. 13th to NOV. 1st.

GRAND CENTRAL PALACE

RACE BETWEEN LLOYD'S LOOM
AND EXPERT HAND WEAVER
SHOWN IN MOTION PICTURES



1920 MODELS and FINISHES
TO BE DISPLAYED

THE
LLOYD MFG. CO.
MENOMINEE, MICH.
ORILLIA, ONT.

Buy and Induce Others To Buy

The merchants of Canada would be the first to feel any slackening in the buying power of the people.

You have a lot at stake.

Until the **Victory Loan 1919** is over—and a success—strain every effort to help.

Support the **Victory Loan 1919** with all the energy you give to your own business.

Your customers are your friends.

Don't lose a single opportunity to impress them with the importance of putting the **Victory Loan 1919** across. This is a case where national prosperity and your own personal interests are one.

And you can't successfully induce others to buy **Victory Bonds** unless you yourself own a big block.

Canada has a big stock of **Victory Bonds** on hand. And they *must* be sold!

BUY VICTORY BONDS

Issued by Canada's Victory Loan Committee,
in co-operation with the Minister of Finance
of the Dominion of Canada.

Sidway TRADE MARK

BABY CUTTERS

Thousands of proud Canadian parents will soon be on the lookout for a Cutter handsome and sturdy enough for their baby.

Sidway 1920 models of new design—and of proven Sidway quality of workmanship, material, and finish will satisfy the most exacting parent.

Stock Sidway vehicles.

They are made in Canada. Deliveries are prompt. No customs charges or delays.



One of our new designs

Sidway designs equal the best you can import. Sidway service—prompt shipments—value and quality—that's a combination that will enable you to capture the local trade in Baby Vehicles.

Children's Sleig Catalog just issued. Write for it.

Sidway Mercantile Company

Children's Vehicle Manufacturers

TORONTO

LIGHT-O

Beware of Substitutes



Weight 33 lbs.

The Only Standard Kapok Mattress

The "Light-O" has many good and exclusive selling features that make it the leading and standard Kapok Mattress on the market to-day.

Firstly, Weight—It weighs 33 pounds in full size

Secondly, The Filling—Only the best and highest grade of prime Joppa Kapok is used in its manufacture. This Kapok is treated by our special process, which makes it sanitary, light, resilient, long-wearing, and economical.

Thirdly, The Covering—This is most important, and we have selected our patterns in three colors of the best Art Sateen or A.C.A., making it very attractive and durable.

Fourthly, Workmanship—Made only with imperial roll edge, very closely stitched, and almost 6 inches high, round corners and equipped with handle straps. Tufting is very close, in a bun or biscuit style, which keeps the kapok filling firm and from rolling, which is most necessary. There are 70 tufts on each side.

Fifthly, The Guarantee—We will guarantee "Light-O" to be exactly what we claim above, and to keep it to this standard for all time.

Notice—We also manufacture 25 and 30 lb. Kapok Mattresses. High and medium-grade Layer Felts and Combinations. Send for complete price list.

Order "Light-O" Mattresses to-day for your window display and watch them sell themselves.

THE QUALITY MATTRESS COMPANY

WATERLOO - ONTARIO

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
WM. J. BRYANS
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 9. TORONTO, OCTOBER, 1919. No. 10.

OCTOBER FOR BRIDAL FURNITURE SALES

Fall season good for new housekeeper's needs—Hallowe'en and house party wants —Harvest sale

STATISTICS prove that June and October are the months of Hymen and that there are more weddings in those months than in any other of the twelve. What the reason for this is, if there be any, we frankly confess our ignorance, but the fact is there and it is up to the merchant to make the most of.

Most department stores have "June Bride" and "Fall Bride" windows, but all of them do not make as much of the occasion as they might or as much as the occasion justifies. When people get married there is a lot of buying to do to outfit the home, and the store that makes the most emphatic bid for this business is likely to get the biggest share of it. At least that is the view taken by the managers of some of the best stores in the country. Some of the big eastern stores hold elaborate pageants and use great amounts of newspaper space to advertise the Bridal Sales and of course their windows are dressed in accordance. As the thing is repeated with variations, year after year, it is to be presumed that it pays.

In most bridal windows the bride is shown dressed in the fashion of to-day for the reason that these displays are generally made by department stores and the purpose of the window is usually to advertise the materials and accessories used for the bride's costume. But furniture dealers should introduce some original feature that would add interest to the displays. The fact that period furniture is so much in vogue, displays of "period" brides dressed in costumes to correspond with the style of the furniture should prove successful.

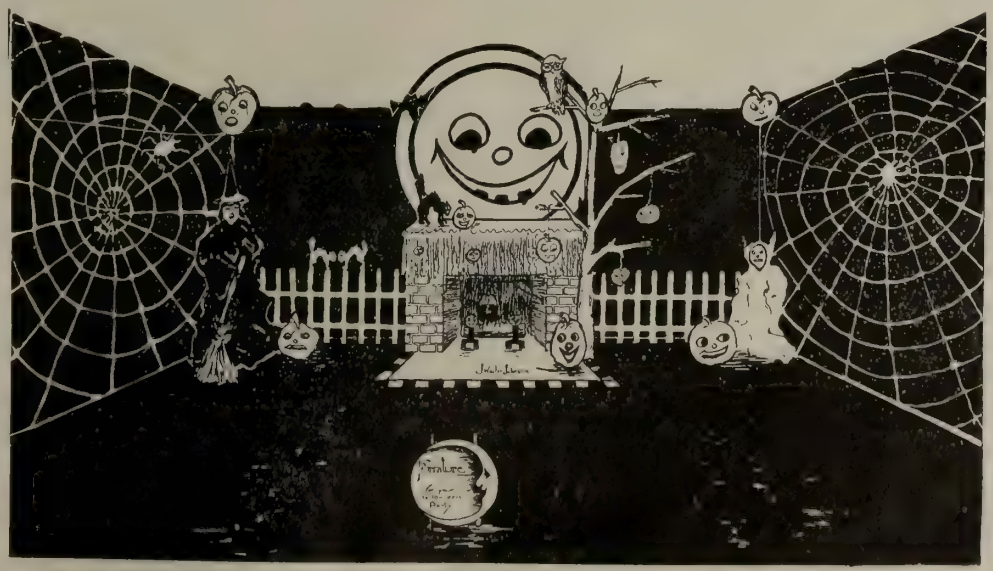
Some publicity might also be given by drawing attention to the display in your newspaper advertising. Here is how one dealer advertised his bridal furniture display:

Bride's Week.

This week is Bride's Week and we take much pleasure and considerable pride in directing attention to our appropriate window displays, reflecting the idea involved and the merchandise logically associated therewith.

A walk around our store will, we are quite sure, be considered a worth-while little trip.

In one of our windows is a "William and Mary"



A Hallowe'en window. Suitable background for furniture display towards end of October. Could be used also during Harvest Sale.

suite of dining room furniture, with the bride dressed in the costume in vogue during that particular period.

In another window immediately adjoining the dining room suite above referred to, is a sleeping room depicted in the type of the "Adam" period. Here also the bride is appropriately costumed.

In still another window is a 1919 bride, also appropriately costumed, together with a grouping of her wedding gifts.

In a section of our show windows we have installed what we consider the Logical Furnishings for a four-room home, comprising kitchen, sleeping room, dining and living room. This suite of rooms is most completely equipped, including not only the furniture, rugs and draperies, but the refrigerator, range, kitchen utensils, tableware service, silverware and pictures.

The interior of our store, not only in its decorations, but, what is more to the point, in the attractiveness of the merchandise now being displayed, is thoroughly supplementary to, and consistent with, our window displays. So, we again suggest that you take a walk around our establishment during the next few days, and, if you should happen to be inclined to step inside, why, so much the better.

Seasonable Window Display

HALLOWE'EN offers the window display man some wonderful opportunities to install displays that are bound to command attention from the public. It is the one night of the year on which there are more parties given than at any other time. Parties mean business and Mr. Furniture Dealer should get his share of it. One way to get it is to install a window display that will attract the people to his store.

The pen and ink sketch above is therefore applicable for this month and suggests a background that would be ideal for showing card tables, living room or dining room furniture.

Black and orange are the Hallowe'en colors and they are the colors that you want to stick to in making up this display. Black is very effective if used with a bright orange or yellow for contrast. In this window I have suggested black for the background. Build four frames the size of your window, cover with unbleached sheeting and then paint. Two or three pounds of kalsomine will be all that you will need for this amount of surface.

The circle over the fireplace you can make of 1x6 fir. Stretch sheeting on the back and then paint in the large moon face—or make it a pumpkin face. If the former, paint it blue.

The fireplace can be made from rough boards and covered with an imitation brick crepe paper—a fringe of gray crepe paper is hung from the shelf.

Get an old dead tree and kalsomine white and place at one side of the fireplace. A stuffed owl set in the branches will add to the Hallowe'en effect. On both sides of fireplace build a lattice fence of ordinary lath and a pair of fighting orange colored cats made from wall board should be placed on top. These cats are painted on the wall board and cut with a keyhole saw. You can do the same in making the pumpkins, the ghost and old witch. Make a large spider web of ordinary twine for both sides of the window and make the large spider of black crepe paper stuffed with cotton. Use wire for the legs.

Cover the floor of the window with black paper.

Dining-room furniture is especially appropriate at this season of the year, as throughout the fall people's thoughts are filled with good things to eat, beginning with the "harvest home."

Are you displaying your new summer furniture in your show windows?

The Harvest Sale

AT many points with tributary agricultural territory, a fixture this month is the harvest sale which is a recognition of the vocation of the farmer in the first place and a special effort to make the store and its offerings attractive to him and his women folks, in the next place. There are all kinds of plans for making a sale of the kind a success. The store will, of course, be decorated with evidences of the fruits of the time.

"When the frost is on the pumpkin
And the corn is in the shock."

Why not a prize for the biggest apple, or the biggest pumpkin, or the biggest anything that is grown in the vicinity? Have some official of prominence announced as the judge. What a chance for him to meet his constituents, with a big jubilee on the night the award is decided upon and made at the store, and plenty of time, before and after, for people to roam through the establishment. Sales of automobiles may have eaten into purchases of furniture in some instances, but there is another side to it. Farmers and their wives and other people living in outlying districts get around faster and oftener in them than when they had to harness the old horse, and it is good business to keep in the closest touch with the rural population. Advertising is all right, but it should be accompanied by closer in-fighting. This harvest sale is one of the occasions along this line and now is the time to lay plans for one that will be a conspicuous success. It should be understood that the names of winners of the prizes will be announced in the local papers.

WINDOW DRESSING HINTS.

The progressive display manager realizes the importance of the seasonal factor in window and interior display. Originality in the display of your merchandise in your locality is the keynote of success in your window and floor decorations. The matter of lighting your windows is, perhaps even more important than the way in which they are trimmed. You cannot simply put in enough lights to see the furniture; you must figure on the amount of light your neighbors use, for your window must not be darker than theirs; the light-absorbent qualities of your goods, the economy of one type of lighting over another, the regulation of the lights according to the goods you show, and a dozen other things of the kind.

DISPLAYING FURNITURE AT FALL FAIRS

Method adopted by Peterborough firm to show off their furniture lines—Good idea for others

THE value of displaying furniture lines at local fall fairs was recently exemplified to visitors to the Peterboro Central Exhibition, who, on entering the main building were immediately struck by the splendid exhibit of Richard Hall & Son, which irresistibly attracted and arrested one's attention. In fact it was the premier exhibit in the building, in a class quite exclusive, to say nothing of its offering both pleasure and instruction to visitors.

This exhibit showed a modern living room in which wall decorations, furniture, window drapings, lighting and floor coverings are so designed and arranged as to present a real comfortable living room, free of any suggestion of stiffness or spectacular effect and inviting and seductive in the extreme. The whole room in its entirety speaks of home life, and is permeated with that atmosphere of ease and welcome too often absent in modern home furnishing.

Furnishings Quite Tempting.

In one corner of the room was a handsome white mantel, from the grate of which radiates acceptable heat from an electric fire. Comfortably adjacent thereto one found a tempting classic lounge covered in seal brown velvet with cushion of the same material, relieved with motiff, while an inviting and extremely easy chair was done in Italian blue velvet, perfectly plain and suggesting use. Conveniently at hand there was a substantial mahogany table, on which stood a table lamp with soft rose-colored shade.

The floor of the room was done in dark imitation hardwood, on which was laid not one, but two, handsome reproductions of old Persian rugs, their position being diagonal to each other thus refreshingly eliminating all straight line and glaringly ornate effect.

The walls were decorated in two-toned pumpkin yellow, soft and resting to the eye, while the window was designed in Italian Renaissance effect, with straight lace curtains having all-over floral relief in charming beize shade. The over draperies were in Italian blue velvet.

A distinctive chair in this modern room was of white frame, decorated in blue and mulberry, and covered in black and relieved with Italian Renaissance galloon. A handsome, roomy and luxuriously upholstered English Chesterfield was certainly made for service and comfort. It was covered in fine Italian tapestry, in colors of old blue and soft shades of rose and gold. The floor lamp at the foot of the Chesterfield was in beautiful mahogany design, with rich shade in blue and gold.

There is no direct lighting in the room, it was all soft, and evenly distributed from candelabra wall lights and floor and table lamps.

Art Pictures.

The pictures in evidence were tastefully hung, and were reproductions from world-famed old masters. They were done in Hance colored platinum, specially and artistically framed by R. J. Soden for this exhibit and add materially to the effective furnishing of the room. They bespeak for Mr. Soden a taste in, and



Exhibit of phenograph lines made by The Geo. McLagan Furniture Co., shown at Canadian National Exhibition at Toronto last month.

skill for framing pictures which should meet the demand of any one looking for distinctive picture decoration. The originals of these pictures are ownel by the Government of their respective artists, and cannot be purchased for love nor money.

The furniture in this tempting and delightfully livable room was upholstered by Richard Hall & Sons, Peterboro, from whom, also came all other furnishings, excepting the pictures. It is admitted that it was exceedingly difficult to use so many colors as were found in this exhibit, and produce a harmonious and restful effect, yet that result had been attained in this instance, and for such work professional interior decorators charge a high figure. This one was of the distinctively new features of the exhibit, but at that it was only in keeping with the reputation enjoyed by this old and dependable housefurnishing house.

The designing and arranging of the room and contents were also the work of this firm, who are entitled to the fullest measure of credit for a welcome presentation of a modern living room which invites use and breathes of home comfort, instead of leaving the impression, as many rooms do, that they are only furnished to look at.

Returned Soldiers Give Chair to Prince of Wales

THE recent Canadian National Exhibition held at Toronto had two interesting features applicable not only to the furniture trade, but to the public generally. These were the visit of the Prince of Wales and the demonstrations of what is being done for our returned soldier boys.

The furniture trade will be especially interested in the combination of both. Of all the furniture makers in Toronto who are teaching the "boys" to get back into civil life and become independent, H. A. Bywater, 611 Yonge Street, was chosen to be instructor of the class of returned men who demonstrated their ability to make good upholstered furniture in the section of the Process Building set apart for the Department of Soldiers' Civil Re-establishment.

One of the functions of the Prince of Wales' stay in Toronto was his visit to this department, and the interest he evinced in that visit shows that he is not to be hedged in by set rules or official limitations. A forceful example of this spirit was illustrated when His Royal Highness passed through the Process Building and stopped at the booth where a number of returned soldiers were at work, learning the trade of upholstery. As a surprise the men had made a chair, and despite the frowns of the officials, presented it to the Prince, one of the men, Mr. Skinner, making a neat little impromptu speech. Without formality the Prince grasping Mr. Bywater by the hand, shook it heartily and entered freely into conversation concerning the work of the men and the progress they were making.

Passing on to the men, he had a kind word of encouragement for each of them, and on solicitation dropped easily into the big chair, his arms resting on the sides. His Highness seemed to enjoy the relaxation. Lighting his cigarette, he puffed away contentedly, while his staff looked on in mute wonder at this breaking away from set rules and official formality.

On rising, the Prince expressed the pleasure it gave him to receive the gift, which he highly prized, shook hands again with Mr. Bywater and with a cheery smile passed on, and the incident was closed.



Exhibit and demonstration of the upholstering division of Soldiers Civil Re-establishment at Toronto Fair.



WHAT *constitutes* A GOOD WINDOW DISPLAY

Trim should induce people to enter store—Create interest in goods—Convey a message

ONE of the chief problems that faces the retail storekeeper is this: How can I induce people to come into my store?

There are many ways—advertising in local newspapers—circularizing the householder—cutting prices—and so forth. But probably one of the most successful ways to get the public into your store is to have an appealing, enticing window display.

A well-dressed window does something more than arrest the attention of those who pass by. In a great many cases it makes them interested enough to come in and enquire further about your goods—and often buy the very articles they see in the window. Once inside the store, it is up to you and your salesmen to induce them to buy other goods.

There are certain elements a window display must have in order to be effective as a business builder.

Of course, it must command attention, first of all. Unless it does this—unless it has a "something" about it which catches and arrests the eye of the passer-by—it fails at the outset. Moreover, it should attract the attention not of a few only, but of practically everybody who is anywhere near it.

Should Convey Definite Message.

It should convey a definite message. Attention-getting is only one step. When the passer-by has stopped to look at your window, he, or she, must, at a quick glance, be able to receive the message you are anxious to convey. It must tell them something. It musn't be a conglomerate assortment of goods all clamoring for attention, but rather there must be some definite idea back of it all which will tell the prospective customer what you want him or her to know. It must go to the point.

Then, too, it must be in good taste. Your whole plan of display, your color scheme, your central idea, must so harmonize that the whole exhibit forms a pleasing combination likely to appeal to the good taste of the prospect. If there is clashing of colors, an inartistic grouping of products or a discordant feature of any kind, the result will be displeasing and a bad impression will be created. Study color combinations and the arrangement of all goods in the window so that the general effect is pleasing to the eye.

The best window display invariably appeals along some definite line. It may be an appeal to the eye, or to the taste, or to the economical instincts of the buyer, but whatever line of appeal you decide on, stick to it and make it the dominating note of your display.

If you are showing high-priced goods, drive home the idea of quality and goodness. When you are displaying goods, arrange them in such a way that they look their best and make the most of their good qualities. If you are selling an inexpensive line, convey the idea of economy and saving. Whatever the particular line of appeal may be, feature that and that alone. Don't try to say too many things at once.

Value of Originality.

Another good point to aim at in window display is originality. We don't mean freakishness. Don't attempt the carrying out of fantastic ideas, which have no other effect than to make people smile. Remember, above all things, that your window is for the purpose of making people want to come into your store and buy, and unless your display can do that, it is useless, no matter how wonderful it may be from a window-dressing standpoint. Originality should go hand-in-hand with simplicity. Sometimes the simplest display has the greatest effect. A little thought before you put in your display is better than a brain storm after it is all in. Strike an original note if you can, but don't aim at weird, uncanny, grotesque effects which have no selling value.

Need of Freshness.

Lastly, be sure and give your window display a note of freshness. Make the goods look fresh and clean, the surroundings dustless and spotless. No dust—no dead flies—no soiled, thumb-marked showcards—nothing but absolute cleanliness everywhere should be the rule. Women are quick to notice little things like these and a little speck of dirt will often spoil a sale.

Your window is a silent salesman—able to bring you in business—able to persuade people to come into your store. Don't you think it's worth while giving careful thought to the question of window dressing when so much can and does depend on it? Your window is either working for you or working against you. Which is it?

MODERN STORE FRONTS *are* MONEY SAVERS

Windows are more easily trimmed—Displays more effective—Strong advertising feature

ADVERTISING and display are essentials at present for the store which would have a successful career as a retail institution. Both factors must be given thoughtful attention. In order to have a proper merchandise display in the windows of the store, the front must agree with certain well defined principles.

Contrast the older style front, with its small sash and correspondingly small window panes, with the large, open spaces possible under modern styles of store architecture. Is it any wonder that the latter sell merchandise whereas the former fail to make sales?

With the small glass scheme of construction, the most accomplished window display man could not make a display which would be really attractive. Everything is against him when working under such conditions. Of two stores, side by side, carrying the same lines and class of merchandise, with a corresponding price range, the one having a modern front while the other was laboring along under the handicap of the antiquated style, there is no question of the advantage which would be enjoyed by the former store.

The cost of installing up-to-date fronts to the store is not large. Figured on the basis of the increased display facilities, it is so small as to be inconsiderable.

The most valuable space in the store is said by many to be in that portion which is devoted to the window display. That being the case, is it not a case of saving at the spigot to worry along with the handicap of poor window facilities, due to antiquated store fronts, when a small amount invested in a modern front, with large spacious plate glass windows, will add very materially to the merchandise sales of the institution.

Figured in any way for any size store, in the smallest hamlet or in the town of small city proportions, the cost of remodeling and installing a front which will really accentuate, rather than reduce, the pulling power of the merchandise display, is not to be considered as an expense but rather as an investment.

Now, during the summer months, when business is more or less quiet in the smaller towns owing to the activities of the farmer at home, is the advantageous time to make this much needed change.

Window Letters Cut From Paper

Prepared for the Canadian Furniture World
By C. E. Johnson

IT is surprising that more hardwaremen do not make use of window letters cut out of paper for posting on the window glass. They are very effective, the cost is small, and they are not difficult to prepare.

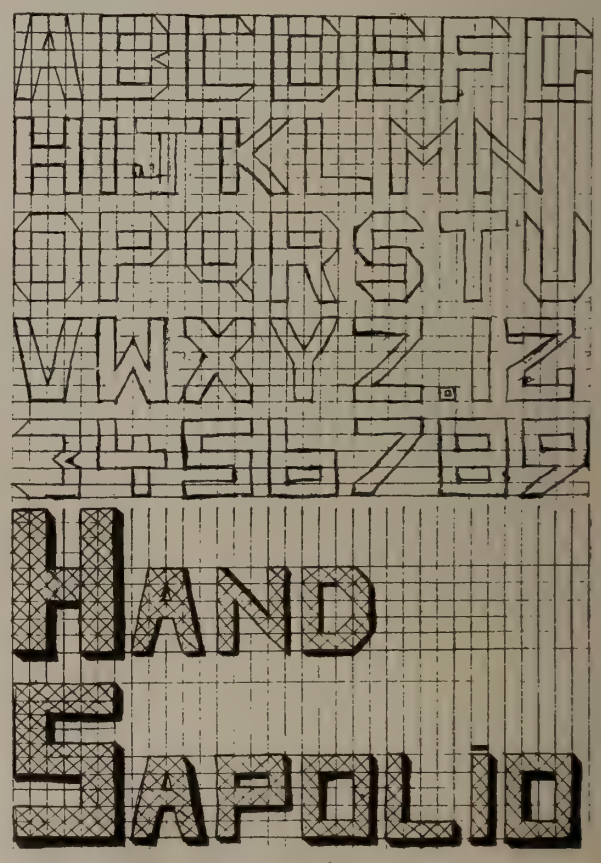
The block letter is most commonly used, as it can be prepared the easiest. Our illustrations show the method of preparation, so that the letters will be uniform in construction. They can easily be cut out when once drawn. In fact, with a little practice, a person gets so he can quickly prepare these letters.

The cut-out letter, pasted on the window, stands out very prominently, and can be seen at a considerable distance. Different colors of paper can be used or two colors combined to make the work more effective.

Letters may be made more fancy in the manner indicated in the "Hand Sapolio" sign.

VALUE OF COUNTRY WINDOWS.

Some few dealers think that attractive window displays do not pay except to those located in large cities where considerable transient trade may be expected. I believe, says a writer in Novelty News, that the opposite is nearer the truth. In proportion to their expense, good window displays play better in small boroughs than in large cities. In the cities people rush through the streets and it requires indeed a great deal of ingenuity to catch and hold their attention. In the home town people walk leisurely, the same people often passing the store twice a day, coming and going from work, and the picture of one's store and more particularly of one's window is sure to leave a subconscious impression.



Block method of preparing uniform window letters.

HOW *to* WRITE RETAIL ADVERTISING COPY

Simple language, facts and big space—Cultivate brevity—Should be well written and displayed

A SKILLED layer of mosaics works with small fragments of stone—they fit into more places than the larger chunks. The skilled advertiser works with small words—they fit into more minds than big phrases. The simpler the language the greater certainty that it will be understood by the least intelligent reader.

The construction engineer plans his roadbed where there is a minimum of grade—he works along the lines of least resistance. The advertisement which runs into mountainous style is badly surveyed—all minds are not built for high level thinking. Advertising must be simple. When it is tricked out with the jewelry and silks of literary expression it looks as much out of place as a ball dress at the breakfast table!

The buying public is only interested in facts. People read advertisements to find out what you have to sell. Indefinite talk wastes space. It is not 100 per cent. productive. The copy that omits prices sacrifices half its pulling power—it has a tendency to bring lookers instead of buyers. It often creates false impressions. Some people are bound to conceive the idea that the goods are higher priced than in reality—others, by the same token, are just as likely to infer that the prices are lower and go away thinking that you have exaggerated your statements.

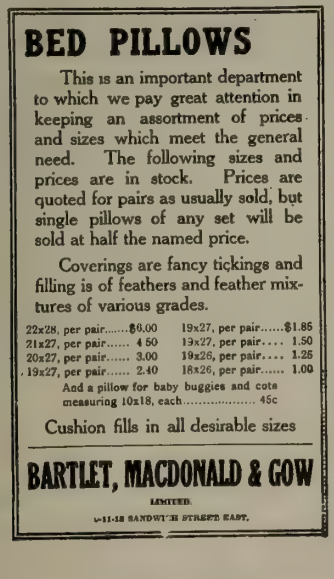
The reader must be searched out by the copy. Big space is cheapest because it doesn't waste a single eye. Publicity must be on the offensive. There are far too many advertisers who keep their lights under their bushel—the average citizen hasn't time to overturn your bushel.

Small space is expensive. Like a one-flake snowstorm, there is not enough of it to lay. Space is a comparative matter after all. It is not a case of how much is used as how it is used. The passengers on the limited express may realize that Jones has tacked on a twelve-inch shingle on every post and fence for a stretch of five miles, but they are going too fast to make out what the shingles say, yet the two-foot letters on Brown's big bulletin board on top of the hill leap at them before they have a chance to dodge it. And at that it doesn't cost nearly so much as the sum total of Jones' dinky display.

You force your salesmen to keep to solid facts—you don't allow them to sell goods with quotations from Omar or excerps from Marie Corelli. You must not tolerate in your printed selling talk anything that you are not willing to countenance in personal salesmanship.

Cut out clever phrases if they are inserted to the sacrifice of clear explanations—write copy as you talk, only be more brief. Publicity is costlier than conversation—ranging in price downward from $6 a line, talk is not cheap but the most expensive commodity in the world.

Sketch in your ad. to the stenographer. Then you will be so busy "saying it" that you will not have time











Well written ad. copy and seasonable, too. Fall is a good time to sell beds and bedding. Give some attention to the wording of your ads.

to bother about the gewgaws of writing. Afterwards take the typewritten manuscript and cut out every word and every line that can be erased without omitting an important detail. What remains in the end is all that really counted in the beginning.

Cultivate brevity and simplicity. Sir Isaac Newton's explanation of gravitation covers six pages, but the schoolboy's terse and homely "What goes up must come down" clinches the whole thing in six words. Just so one ad. well written and attractively displayed continuously every day or every other day for a year in one newspaper, which reaches only the people who have money to buy, will find the eye of every reader, no matter how rapidly they may be "going" through the advertising pages and produce more results than a dozen piking pieces of copy scattered through half a dozen dailies.

STRIKING AN ADVERTISING STANDARD.

The Associated Advertising Clubs of the World are considering formulating plans with reference to the advocacy of trade and advertising standards for various lines of business, such standards to be adopted by the people in the businesses involved for the guidance of all who desire to avoid the pitfalls of untruthful advertising.

The occasion for the discussion was a joint meeting of the executive committee of the advertising association with local business men in charge of convention arrangements, and it developed that much work has



How the Adams Co., Toronto, tried out a special bedding sales campaign through advertising in the dailies.

already been done, in a quiet way, especially through local vigilance committees of the advertising association. In some cities, standards have been in force for months, and are working to the decided advantage of merchants who have adopted them. The success of the plan has been such as to indicate that it can be applied in a much broader way, it was shown.

"Through the adoption of such standards," it was announced in a statement suggestive of subjects for discussion at the September meeting, "agreements have been reached by which most advertising misstatements are eliminated through previous agreement, and in the local community this has proved a preventive of great importance. Can the same principle be applied to various lines of business in a broader field—for example, as affecting the distribution of a given article all the way from factory to consumer, for the protection of (1) the manufacturer; (2) the jobber, and (3) the retailer?

"For example: Local advertising club vigilance committees found that there was no standard description for feathers. A 'down' pillow might be filled with nearly anything. We suggested, at a recent convention of bedding manufacturers, that there should be a standard description in the trade. Can a description of feathers become standard to such a degree that feathers can be bought like wheat, or cotton, or as any one of many other commodities are bought? And can feathers and other commodities be designated to the consumer in such manner as to insure uniformity of grade and public satisfaction?

"In lines of manufactured goods, can manufacturer, jobber and retailer agree upon standards of advertising statements so as to eliminate most of the existing unfair competition, leaving only dishonest people, unwilling to come into such an agreement, to be dealt with?"

It was suggested in the discussion that the adoption of such standards will have a great influence upon the promotion of co-operative advertising campaigns to educate the public upon a better and more general use of things which industry can supply.

SOME ADVERTISING THOUGHTS.

The gas business affords a notable example of the awakening of an industry that has been asleep. For many years it was a sort of unwritten law in the gas business not to advertise. If people wanted gas, let them hunt up the gas company. Now, the gas companies are advertising, with excellent results.

If a man were to quit eating because he wasn't hungry, he would be sent to a lunatic asylum. What about the man who quits advertising because he hasn't enough business?

Your advertisement is more likely to get a good position in summer issues—a fact which should interest particularly the users of small space. Then a large per cent. of mediums, including the best pullers, offer reductions from their regular rates for summer advertising.

The man who stops advertising labors under the curious obsession that since he stopped advertising no babies have been born; no couples have been married and gone to housekeeping; no young men have reached maturity and begun to buy for themselves; and that not a single stranger with money in his pockets has entered the city gates.

Persistency is the foundation of advertising success. Regularity of insertion is just as important as clever phrasing. The man who hangs on is the man who wins out.

Never go in for spasmodic advertising. If your appropriation is small, go in for small ads, but keep at it continually—and change them every issue.

Advertising has made the paint brush go hand in hand with the rolling pin, says "Profitable Advertising." While the bread is in the oven the housewife can brighten up the floors and doors, making old furniture new, adding a touch of beauty and freshness to the home without bringing in a crew of masculine daubers and splashers, with dirty overalls and plug-tobacco manners.

The Hardware & Furniture Supply Co., Limited, Creston, B.C., has been incorporated with a capital of $25,000.

METHODS of SELLING VACUUM CLEANERS

A great opportunity to play up vacuum cleaners for their utility and practical help in the home

THERE are wide differences of opinion about conducting a campaign. Some merchandisers don't believe in them at all. But generally conceded that they produce good results, and that is enough to recommend them. No set method can succeed everywhere, because conditions are different in many localities. Experience, however, has proved the following points about a campaign.

Store preparations, such as window displays, demonstrating facilities, instructions to salesmen regarding the construction of different makes and sales talks, are necessary. First announcements are made by advertisements in newspapers or other mediums, and these followed up during the campaign.

Announcement of Activities.

A prospect list is usually necessary for solicitation. This can readily be made up from lists kept by some dealers. If no list is available, the names may be weeded out of the telephone directory. Then a signed personal letter, with good selling arguments, is sent to those on the list, together with a return card to be mailed back if the recipient is interested. This method brings returns of one to ten per cent.—enough for the solicitors to get started on. Besides, it serves as a good announcement of the store's activities and will bring some customers to the store. With the outside salesmen started, they can increase the number of prospects by making inquiries at the homes when demonstrations are given. After a sale is made, prompt delivery is very desirable and appreciated. It is a good plan to be sure the customer fully knows how to use the device, and it creates an effective impression to make personal calls or telephone calls for this purpose. Keeping a customer satisfied makes another salesman.

These plans and their variations have been tried again and again, and the results have not been so much a measure of the success of the plan as they have been of the enthusiasm of the organization using them. Concrete suggestions gained from successful campaigns serve to show the road to the retailer who contemplates taking advantage of the opportunity the season affords.

Suggestions from Successful Campaigns.

While a vacuum-cleaner campaign must, in the final analysis, be planned with particular reference to local conditions, there are many invaluable suggestions that can be gleaned from a perusal of a few of the more noteworthy efforts that have demonstrated their merit. It has been demonstrated that a crew of men working together under a manager obtains much better results than when individual salesmen were assigned to separate territories.

The crew idea was considered to be better than the individual-man scheme, because loafers, if any, could thus be weeded out of a crew in two or three days, while with the other plan it is generally necessary to give each man at least two weeks to prove his worth.

After gaining an entrance to each house the salesman should demonstrate what a cleaner will do, and offer to clean any rug or carpet in the house without charge or obligation. To make the demonstration effective, show the interior of the tray before and after demonstration.

After that start your selling argument begins.

When a prospect is found not at home, a card is left telling of the call and offering to come again if the card was filled out and mailed to you. On other occasions, when salesmen were unable to complete sales, but believed the people on whom they had called to be prospects, letters were written from the office to follow up the salesmen's effort, and a return card was enclosed. About five per cent. of these cards were returned, and in no case did the salesmen who followed up such requests fail to effect a sale. The difference between the success of the latter type of cards and those mentioned before can be definitely attributed to the fact that the recipient of the latter type had in each case been educated to the advantages of the electric vacuum cleaner, whereas those who received the former cards had not seen a demonstration.

A Plan That Will Work Anywhere.

Here is a plan that resulted in the sale of a large number of vacuum cleaners. It was carried out in a city, but this plan can be used almost anywhere.

Before a wheel of the campaign machinery was turned, the plan was carefully mapped out. All of the advertising matter was prepared beforehand, the sales and distributing departments were oiled up, and keyed to the right pitch of enthusiasm.

The first gun in the advertising campaign was a little sticker leaflet which was mailed to a select list five days before opening of the sale. This leaflet gave a complete exposition of the terms of the sale, where the cleaner could be seen, and other necessary details. Great sales were traced directly to the stickers.

On the day the sale opened, the first newspaper advertisement in the leading paper was used in good-sized space. All of the local papers were used, but no more than two carried the advertising in any one day. Considerable care was used in selecting the illustrations. One of the objects of the advertising was to sell the "idea" of what the vacuum cleaner would do, rather than the cleaner itself.

Car cards were obtained from the manufacturer and imprinted with the details of the sale. Some billboard advertising was done for general publicity. It costs less than most people think to do billposting. The average expense was $1.00 a month per board.

The selling machinery of the campaign worked as follows : Sweepers were not sent out for demonstration, but six solicitors covered prospects which each had formulated for herself in advance. To these advance lists were added the names of all prespects developed during the course of the campaign.

Each girl carried a sweeper with her on her rounds. Inside the stores a girl exhibited a machine in actual operation. Her business was not to sell, but to demonstrate : however, she made quite a number of sales. The whole campaign was successful because it was planned—there was no haphazard guess work about it. Once planned, it was carried through to a finish with much greater success than anyone had ever dreamed.

Letters to the Editor

MR. EDITOR,—I have often wondered why some discussion from the retailers, sick of furniture question, has not taken place in your paper.

Some few years ago when the manufacturers thought of raising prices the World generally had an article on the subject and generally commended such change, but lately nothing of the kind is mentioned. I suppose one reason may be that new price lists have appeared oftener than the paper, and then again we hear rumors of another raise—the manufacturers are to meet in Toronto and talk price matters over. Why not stay at home and figure out each his own price, if there is no combine among them.

It appears that the manufacturers are determined to see how much the trade will stand and not what furniture can be made for and sold at a profit. Now there is no doubt at all that the raise in price of June 1st would allow of a good big percentage of profit, and that the raises of June 1 and July were more than the material This is the opinion of all retailers that I have spoken to, and also of some others who have been connected with the furniture business for a number of years, and the raises of June 1 and July were more than the material in some of the goods costs. For instance, take a plain oak table made by most all manufacturers, and 40 ft. of lumber will make this table, allowing for waste, (44 in. top, 8 in. pedestal). A certain manufacturer told me that they paid $80 per M. for oak F.O.B. factory in August, 1919, but allow for planing and drying say $100 per M., this would be $4 for material; slides, $2.50; casters, 9c, what most of them send out; 3c for screw nails—$6.61. Now the price on August 1st was $18.50 in some factories and $19.25 in others. Take the latter: Now the price is $26, or a raise of $6.75. Allow for making, and this will include all overhead charges, $16 ought to be a good price for such an article and give the manufacturer a good margin of profit. I might go on and mention several other articles, beds and wash stands, some buffets, but space will not permit.

Another thing, if you will take the catalogues sent out from the departmental stores for fall and winter trade you will see there goods made by nearly all of the furniture manufacturers and the prices quoted are in some cases 10 per cent. lower, and others 20 per cent. lower than the manufacturers sent out to dealers in July, and not only this, but when the mail order houses send in an order it is sent on in 3 or 4 days, while that to the smaller dealer is 3 or 4 weeks or months, and I know for a fact that a number of dealers in smaller places would have to go out of the furniture business if it were not for the undertaking end of it. They do not sell enough furniture to make it pay, on account of the mail order houses being more prompt in getting goods and at less price. Here is one advantage the manufacturers give the larger houses, and I see nothing left for the smaller dealer but to advise the public not to buy at present prices, or let the trade go to the larger houses until the manufacturers come to their proper senses.

We all know furniture is not a necessity, but a luxury. I do not see much chance of the dealers getting anything better at present, as the manufacturers in their mad rush to get rich quick may put some out of business before long.

Respectfully yours, A DEALER.



No. 279—Windsor chair made in birch, mahogany and walnut finish from their own design, by the American Bent Chair Company, Owen Sound.

NEW BEDDING PLANT AT WINNIPEG.

Good progress is being made on the new factory building which the Parkhill Bedding Company is erecting on Notre Dame Avenue at the corner of Erin Street, Winnipeg. Still more rapid advance would be recorded by the contractor if he could get more bricklayers on the walls.

The Parkhill Company was formed this year and is made up of several former officers of the Alaska Bedding Company. J. H. Parkhill, the president of the new company, was for fourteen years the president and general manager of the Alaska Bedding Company. A. B. Jones, who is the vice-president and sales manager of the new company, was formerly the sales representative of the Alaska Bedding Company and R. C. Young, who is a director of the new company and who will be the superintendent, was also with the Alaska company.

The edifice which is in course of erection an Notre Dame Avenue is of brick and stone, and will be 125 feet frontage and 60 feet deep. This year work will be done on the basement and on the first two elevators. Provision was made in the foundation for the addition of third and fourth stories and it is expected that these will be added in 1920. The building will be finished on November 1 and shipments of goods will commence on November 15.

BEDROOM BOXES ADVANCE.

Owing to the rapidly increasing cost of raw materials D. L. Shafer & Co., manufacturers of cedar chests and bedroom boxes, announce a revision of their price list to meet the added charges. The present discount is now 10 per cent. from list.

Canadian Furniture World

TORONTO OCTOBER 1919 CANADA

A THRIFT REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,

THE COMMERCIAL PRESS, LIMITED.

32 Colborne Street, Toronto.

Benefit From Exhibition. The big fall exhibitions in the various larger centres at which manufacturers display and demonstrate their products are of immense benefit to the retail merchant not only because of the publicity given to various lines sold in the store, but also in the suggestions given to the dealer for better display of his wares and more efficient service in his store.

The most important exhibition is the Canadian National held in Toronto, and in order that merchants all over Canada may benefit from the display of goods at this important event, whether they visited it personally or not, we have prepared a special section in this issue, setting forth some of the features of interest to the merchant and illustrating and describing some of the booths. This section will be found well worth perusing.

* * *

Get Started Properly. There is a good deal in getting started properly. If you start off the day's work in an indolent manner, you are likely to continue that way throughout the day. On the other hand, if you start in from the start under a full head of steam, you are likely to maintain your snappiness all day.

The same thing is true of a season, so start the autumn season in the proper way. Open up with an aggressive bid for business and you will be much more likely to maintain your pep throughout.

* * *

Satisfy Customers It's turning a clever trick when you sell a customer something you want to sell, whether or not the customer really needs or wants it, but nine times out of ten it is not good business. Just because it is relatively hard to sell customers something they do not really want, and because employers often overemphasize the importance of selling things in which there is a big margin of profit in preference to the small profit lines, a great many salesmen err in thinking they will climb fast if they succeed in selling their customers what they want to sell, irrespective of what the customer thinks he wants. A good salesman studies his customers and their wants and requirements as thoroughly as he studies his goods. Knowledge of the customer, especially of their positive needs and wants, is of as much weight in making the sale as knowledge of the goods one has to sell. This knowledge of the goods often goes as far as to know what the customer needs better than they do themselves. Make sure you do not sell your customers something they do not want. A satisfied customer is always the most effective and economical advertising any concern can ever get. The application of this policy of not forcing sales irrespective of actual wants and needs not only gets free advertising from satisfied customers, but more business and fewer exchanges, and exchanges, including refunds of money are a great expense.

* * *

How Often to Change Window. At a retailers' convention not long ago a well-known window trimmer was addressing the meeting and asked for questions from the floor, says a writer in the Red Ball.

"How often should a window be washed and redressed?" asked an immaculate looking man who had been following the speech with interest.

"How often should a gentleman change his collar?" came the counter question.

The immaculate man blushed and the others laughed, but the point got across. Renew a window whenever there is any reasonable doubt as to its freshness.

Just as a man may have clothing of good quality and spick and span neatness and still be ill-dressed, so may a window be filled with fine fresh merchandise and still be unattractive. The man in a green hat and a brown suit and a red tie and purple socks does not make the kind of an impression he would like to, even when everything he has on is new and expensive. A sense of line and color in window dressing is as valuable as in the fine arts. Nearly every organization has a "near artist." Try and discover him, buy him two or three good books on window dressing and see what he can do.

ENLIST NOW.

There are thousands of fine young men in this Dominion of ours who feel as though they will never cease regretting their inability to have been "Over There."

There is another fight on right now "Over Here" and it is just as earnest and just as fierce a conflict as the one waged in Flanders' Fields.

Victory Loan 1919 is marching through our land and we either have to conquer it with our dollars or it will surely overwhelm us with its strength, leaving in its trail wounded soldiers who can never be restored to health for lack of funds, and great financial embarrassment from which it will take the country years to recuperate.

Young men who wanted to be "Over There," show your zeal and your earnestness by flinging yourself into this fight "Over Here" with all your might and main. Win out for Victory Loan 1919!

Short Stories of Success and Failure

By Lester G. Herbert

ONST there was a man who was never willing to take society's accepted standards of rite and rong.

He continually argued that what was rite for him might be rong for other folks. So he proceeded to do just about as he pleased.

He was firmly convinced that he could fly in the face of conventions and get away with it. So he frequented speedy clubs and trotted around with a fast bunch. He wasn't over and above particular about sticking too closely to his marriage vows, and when he got a chance to put a sharp deal acrost, he chuckled an' did it.

Well, at first he laffed because some people were mighty cool to him, an' he declared that he didn't give a rap for the opinion of prudes an' Sunday school teachers. To show his independence, he took a little wider fling, an' was fool enough to think he was enjoying himself.

Not long after this, he wanted to borrow some money at the bank. But the bank turned him down cold. Then he went to some of his gay cronies, but one and all had excuses an' suddenly remembered business appointments elsewhere. Last he went to his wholesalers for speshul accommodation, but they told him out flat that he was not the kind of a man they wanted to boost.

When it was too late, he sadly discovered that no man can afford to disregard public opinion, or to try to set up his own standards of rite and rong. But he didn't have the gumption to right-about-face and to live down the bad reputation he had built up.

So his whole life went rong just because he started out on a false premises.

AND HERE'S ANOTHER.

ONST there was a man who was chock full of good ideas. He could hatch more schemes in a month than an old hen could hatch chickens. An' the best of it was each and every scheme was a beaner—no doubt about it, they had money-making possibilities. But he always required other people to help work out his plans. An' he chose inexperienced but admiring friends and applicants, putting these in important positions.

Once he had started a business enterprise along, an' had engaged people to operate it, he would proceed to tend strictly to his own part of the business and expect the other folks to tend to theirs. Some way or other, there were always gaps through which the profits fell, and so he would apply his self closer an' closer to his part of the work to try and improve matters.

Well, scheme after scheme failed just because he expected too much of inexperienced help. He was looking for men who were smarter than himself—that is, people who tend to their own jobs and co-relate their work to that of others about them.

Our friend, the hatcher, missed his calling. He should have been a designer of something or other, letting other folks work out his plans. When he came to work them out himself, he wasn't there, and so the brightest of his ideas came to naught.

He would have had a fair chance of success had he taken inexperienced help and watched an' trained an guided them, but he never did that, an' so he arrived in the end at the bottom of the ladder in place of the top

LOYALTY

A House Divided Against Itself Cannot Stand.

By The Editor of The Clerk

There is one thing, which, like a pleasant smile, dosn't cost a cent. This is loyalty to the firm we are working for.

A soldier is trained to be loyal, and upon entering the army takes the oath of allegiance. It is just as necessary for a staff of workers to be loyal to their employers, as it is for the soldier to be loyal to his country. If a soldier is disloyal he is liable to get himself into serious trouble, but the civilian seems to get by with it, that is, so far as getting into trouble is concerned, but when a man disparages the concern he is a part of, he disparages himself.

Here is an example. An American tourist entered a large Canadian store and made some purchases. During his conversation with the salesman who was waiting on him, he asked, "How do you like your job here?" This salesman did not recognize the importance of loyalty, and foolishly vilified his employers. On the day following, this same tourist called again to make more purchases, and absolutely refused to be waited on by the salesman who had served him on the day previous. These are the words in which he explained his attitude: "I am a dry goods merchant, and would not have a clerk in my employ who spoke of my firm in the same manner as that man spoke of this firm. I am sure I will not buy from such a man."

Although disloyalty injures a house, it injures the disloyal person more. Where can an employer be found who would hire a man who spoke disparagingly of his last employers? It should always be borne in mind that an employer judges a man by what he has to say about his previous employer. Many a man has wondered why he did not get a job he applied for, and the only reason was that he was judged by what he had to say about his last boss.

We can all be loyal. If a man must vilify, condemn and disparage, he should resign his position, and, when he is outside, go to it to his heart's content.

When we speak well of the firm we are working for, we raise ourselves in the estimation of our listeners. Every man owes his employer a solemn obligation of loyalty. It is paid for in his salary, and a man who is not loyal is receiving pay for goods that are not delivered.

Men will lay down their lives for their country. This is the spirit that has built great nations. It is the same spirit that will build great businesses without the necessity of making any sacrifice.

Every man should say to himself "Ours is a fine organization; let us all pull together and endeavor to make it the finest in our city, and a credit to our country. Let us all be loyal."

IMPORTANCE *of* THE RETAIL DISTRIBUTOR

Address delivered by E. M. Trowern, Secretary Dominion Board Retail Merchants Association of Canada, before The Royal Commission on Industrial Relations — Second Part

Retail merchants stand in a very unique position in every community. They reach out and take the goods from the producer and manufacturer and hand them to the consumer. Every increase that is made to any article, whether it is through increased wages, the increased cost of raw materials, increased transportation, increased rent or the increased overhead expenses of every class through whose hands any product passes, is collected again by the retail merchant from the consumer. The higher wages go, the higher will go the prices of the articles created by the wage earners. The circle is complete and no system of reasoning can alter this truth. The law of supply and demand is the basic law upon which everything is founded. The dearer goods are the less profit the retail merchant makes, as the demand is lessened, and his business turnover is, therefore, less.

In order that workmen can be able to purchase all those things that are necessary for their actual comfort, they must receive a salary more than equal to the value of the actual things required so as to enable them to lay aside sufficient for old age, etc. If wages keep climbing up, merchandise will go on climbing up, and there is no scheme that can be proposed that will prevent it. If wages climb higher on one class of goods than they do on others, the workmen will be limited to fewer classes of goods and their comfort will be affected thereby. If, for instance, a working man received twenty-five dollars a week, and with that sum he could pay his rent, buy groceries, meat, fuel, light, clothing, boots and other actual necessities, and his rent was doubled, he would be compelled to forego purchasing some of the other articles of necessity, and, having to do without these necessities, he would immediately become discontented. On the other hand, whatever necessities he economized on, it would injure the retail merchant who handled those lines, and he in turn would have to undergo the same weeding out process as that undertaken by the wage earner.

These simple illustrations are made for the purpose of showing how closely the affairs of every community are inter-related, and whenever one class is affected all classes are affected.

Our purpose in submitting these brief views on the problem of retail distribution, which is one of the most difficult problems for those who have had no practical experience in it to understand, is to point out that there is more capital invested, and more people employed in distribution, than there is in production and manufacture combined, and that, in our opinion, no plan, no scheme and no device that can be suggested can ever alter it unless we turn our plan of civilization backward and all begin again to be tillers of the soil and makers of the things we use and require. No one would be satisfied to go back again to the simple life of making our own candles, and using flint instead of matches, and using a spinning wheel to make clothing out of sheep's wool. We have experienced life's comforts and we want them, and if we want them and must have them, we must pay for them. A meal provided in a million dollar hotel will always cost more than a meal provided in a tent. There is a price ticket on everything. The best things cost the most, and if we desire them we must be prepared to pay for them or go without them.

To properly consider the subject we have before us, we must take conditions as we find them to-day, and not as they were a century or two ago. To-day we have public school systems all over the world. Boys and girls, and men and women, have been educated to try and think. In every sphere of activity we see development. We find improved machinery in all lines of manufacture and production. We have labor-saving devices and we have transportation facilities that were unequalled in any age of the world. We have new devices for transportation such as automobiles, automobile trucks, aeroplanes, bicycles, etc. In electric power and electrical devices we are in advance of anything in the history of the world. In telephones, telegraphs and cables, our advances are phenomenal, and all this with the many other new inventions such as gramophones, etc., which can produce the human voice, all these things have been brought about by those who have been educated to think, to diagnose, to investigate and to study.

While the thousands who have been giving their attention to the above commercial improvements have succeeded, another class has been thinking along other lines, but their thinking has produced different results.

It is said that a little learning is a dangerous thing. In many cases this has proven to be true. Not having had practical experience and an opportunity of giving any study to the great problem of distribution, the rock upon which thousands upon thousands of persons engaged in other walks of life become shipwrecked is where they venture out upon its dangerous surface. These persons who have not had a proper commercial training advocate among other things the following:—

1. The abolition of the middleman.
2. Direct purchase and sale between producers and consumers.
3. Municipal trading in coal, wood, milk and other articles of common use.
4. Public retail markets to enter into competition with tax-paying retail merchants who carry vegetables all the year round, whereas consumers cannot buy vegetables in the market when the temperature is below freezing point.
5. Without knowing the unsound, commercial basis upon which so-called "Co-operative Societies" are established, they advocate their adoption.

In our opinion, it is wrong thinking of this character that lies at the root of our present troubles and unrest to-day. The remedy for this false thinking lies at the door of the retail merchants themselves. Believing, as we do, that no intelligent system on earth can be devised to abolish the retail merchant, or whereby all means of retail distribution can be operated entirely by the State, and that all men must have the right to de-

velop their own lives as they deem best for themselves, without injury or interference with the rights of others, it is our duty to make our claims known.

We wish, therefore, to repeat again that the most difficult problem of all problems for the average student of political economy to understand is that of the distribution of merchandise at retail. It has puzzled wise men before corn was sold in Egypt, and it will puzzle wise men and social economists until the crack of doom. Retail merchants have been on earth for centuries, and they will be here for all time. You can devise no plan that will abolish them because they are an important and essential part of every community. They comprise the active, independent and free men of every municipality. Their chief desire is to be allowed to do their business on a sound, business basis, and their chief enemy is municipal and legislative restrictions that are proposed to be placed upon them by those who do not understand the simplest principles of buying and selling.

As to the labor troubles of retail merchants, they have very few. Most of their clerks are their friends. A young man who enters behind the counter of the average retail merchant's store must take an interest in the business. He must be pleasant and agreeable with the customers of the store. The proprietor knows his habits, knows his Christian name, he calls him Bill or Bob and he interests himself in his work, and encourages him to develop his character. It has often been said, and we have never heard it disputed, that the best business college in the world for a young man to enter is behind the counter of an honest retail merchant.

A retail merchant who places his name over his door, and who is always before the public, has a stake in the community, and his influence is for good and not for evil. Strikes, lock-outs and hold-ups are never heard of in ninety-nine per cent. of the retail stores in Canada, nor will they ever be heard of because each store has its own plan of paying wages or giving commissions on profits, or giving bonuses or increasing salaries according to the ability of the clerk to earn. No system of paying all clerks the same salary, even in the same class of trade, could ever be adopted, because the clerks themselves would object to it. The principles that exist, and which always will exist, is to pay clerks according to their worth to the firm. This is the only fair system and the only one that will give them an incentive and an ambition to some day become their own masters. In Canada to-day, every young man who is ambitious and who is willing to devote his time and thought to the business of his employer in the retail trade can find an opportunity of advancing to the highest position in the store, or becoming a partner, or eventually entering into business for himself. The first thing, however, that must be done, and for this reason, chiefly, we are submitting this article, is to impress upon the public mind that the man behind the counter is performing equally as useful and important work in the community as the man behind the lathe or the man behind the plough.

As retail merchants, in the past we have been too docile and too unconscious of our own importance in the community, and we have allowed all sorts of reports to be circulated by those who know nothing about the problem of distribution, being of the opinion that the public would not believe the statements made. In the future we hope to remedy this condition by taking our proper place in the community and insisting upon equal recognition with all other kinds of useful employment. As stated before, we occupy the most important position in the life of every well-ordered community. We are here because we are required, and we will be here for all time, and there is no other system of distribution that can supplant us.

For this reason, if for none other, the Dominion Government must recognize that it is essential that no unfair or discriminatory legislation should be passed that will hamper our progress or interfere with our rights as free citizens. At the present time we welcome the opportunity to be able to lay before the special committee of the House of Commons, which has been appointed to investigate the cost of living, all the facts concerning the retail trade that we have in our possession, as we feel that the more we make our condition public the more the public will respect and appreciate us.

INGENUITY AND INITIATIVE.

Ingenuity is closely allied to Initiative, but may exist apart from, and in addition to, the power to create or start something. Ingenuity as applied to salesmanship may be defined as adroitness or intelligent invention in the carrying out of a task or idea. There is nothing more refreshing than a new method, either in argument or action, and in every sales force there are always men who approach things in their own way. There is much to be argued against the absolute stereotyping of sales methods and the relentless standard which is always based on precedence.

Resourcefulness differs from Initiative and Ingenuity chiefly in scope. Resourcefulness in salesmanship is purely the highest degree of self-reliance, and is chiefly recognized in the exercise of quick judgment to meet a contingency. Resourcefulness is another name for ability to overcome a difficulty by substitution of something in its place.

Emerson has said in effect—"What every man most needs is somebody to make him do what he can." Surely the highest capability of an executive is to make every salesman do what he can, not what he is told or what it is pointed out for him to do, but what he is capable of doing. The supervision which depends principally on the giving of orders, or exactly outlines and projects a definite plan, is the daily task of every salesmanager, and he manifestly performs it from the very fact of his position and office. Merchandising problems belong to the salemanager personally, and their merit depends upon his efficiency and foresight, but there is a higher supervision which has additional and unlimited possibilities, namely, the directing and development of each man's personal individuality on the road, and from the same argument that this characteristic may slumber in the salesman because of the lack of suggestion, so also may the manager's field and opportunity to prompt this development be overlooked very easily.

ADDITION TO LISTOWEL FACTORY

To take care of expanding business, the Andrew Malcolm Furniture Company of Listowel, have commenced the erection of a two story addition, about 60x 80 feet in dimension, over the one story packing room erected last year. It will be used for trimming and storage purposes. The contract has been let to Mr. Henry Horne and about a dozen men are now on the job.

MORE *about* FIGURING PROFITS *and* EXPENSES

Dealers should thoroughly understand correct figuring of profits and expense—Some examples

By F. W. STEWART, Montreal.*

The first fact which must be understood is that expenses and profits must be based on the same figures, either invoice price or sales.

Invariably cost of doing business is based on sales. It is much easier to figure your expenses of six or twelve months on half-yearly or yearly sales than on the invoice price of the goods which you sold during these periods. It would be necessary to keep record of the invoice price of every article sold, which would entail considerable clerical work in the average small business.

When figured on the sales, it is quite easy for any merchant to figure his per cent cost of doing business, so long as he has knowledge of what his actual expenses are.

Having decided that figuring expenses on sales is correct and more convenient, and easier than on invoice price, you must then be careful to figure your profits also on sales, not on invoice price.

If you sold an article for $1.00, and your expenses are 25 per cent. it would cost you 25 cents to sell that article. That would leave a difference of 75 cents. If you add 33 1/3 per cent. to 75 cents it totals $1.00. You must keep in mind that 33 1/3 advance on invoice price is only equivalent to 25 per cent. of selling price, so that if you add 33 1/3 per cent. to invoice price and figure you are making 33 1/3 per cent. gross profit, you are wrong, all you are getting is 25 per cent., because, remember, we are figuring expenses and profits on sales.

Proportioning Percentage on Selling Price to Cost

The following percentages are interesting and may help you in figuring your profits:

25 per cent. on invoice price equals 20 per cent. on sales.

33 1/3 per cent. on invoice price equals 25 per cent. on sales.

50 per cent. on invoice price equals 33 1/3 per cent. on sales.

100 per cent. on invoice price equals 50 per cent. on sales.

These figures show that if you buy an article for $1.00, and sell it for $2.00, you make a gross profit of 50 per cent.

Don't forget we are figuring profits on sales. The sale price of the article is $2.00; your gross profit or advance on invoice price is $1.00, which is 50 per cent. of $2.00, your selling price. The gross profit therefore is 50 per cent.

To Ascertain Gross Profit

A simple method to ascertain the gross per cent. of profit which you are making on any article is as follows:

Subtract the invoice price from the selling price, add two zeros to the difference, and divide it by the selling price, adding two addition zeros if necessary to obtain fractions of 1 per cent. Example:

Selling price $6.00
Invoice price .. 4.00

$2.00 =33 1/3 per cent. of selling or 50 per cent. on invoice price.

Add two zeros and divide difference by selling price (2 additional zeros to obtain fraction of 1 per cent)

600)2000000(3333=33 1/3%
1800
2000
1800
2000
1800
2000
1800

Your expenses are 25 per cent. of selling price, the difference between 25 per cent. and 33 1/3 per cent. = 8 1/3 per cent. is your net profit.

You cannot go wrong if you use this system for figuring profits.

If you wish to obtain a certain fixed gross profit, use the following system:

Deduct the desired gross profit, say 33 1/3 per cent. (of selling price) from 100 per cent. and divide difference, 66 2/3 per cent., into invoice price, this will give you the price at which to sell to allow a gross profit of 33 1/3 per cent. (of selling price).

Example:

Gross profit desired 33 1/3 (of selling price, equal to 50 per cent. advance on invoice price).

Cost of article, $4.00.

Divide by 66 2/3 per cent. (100 per cent. less 33 1/3 per cent).

$4.00, adding 2 zeros, is divided by 66.66, which equals $6.00. $6.00 is your selling price.

Article cost $4.00. Sell at $6.00. Difference, $2.00, is 33 1/3 per cent. of $6.00.

You should know the per cent. cost of your pay roll, rent, etc., so that you can endeavor to reduce the per cent. expenses each year. That is one of the satisfactory features of merchandising. It also shows you the items of expense which are too high, and allows you to make efforts to reduce them. It helps you to stop the leaks.

For the average retail business, I would classify expenses as follows, giving amount of and per cent. of each expense.

These will vary with different classes of business, and are only approximate, but they will serve the pur-

*In this article Mr. Stewart continues his paper under this head, and shows by way of illustration how he figures profits and expenses on the same basis.

pose of explaining this very important feature in connection with knowing your business.

	Per cent. cost of business of $24,000
Rent	$ 960— 4 Per Cent
Pay roll	2,880—12 " "
Advertising	240— 1 " "
Light, heat and insurance	240— 1 " "
Freight and express	480— 2 " "
Depreciation	240— 1 " "
General—Stationery	
Paper	
Twine	
Delivery	
Interest	240—1 per cent.

50 per cent. advance on invoice or purchase price of $16,000
8,000 equal to 33 1/3 per cent. of
24,000 selling price.

Invoice price of goods purchased	$16,000
Expenses	6,000
	$22,000
Net profit	2,000=to 8 1/3%
Volume	$24,000

Things to Remember

If you own your own store, you are entitled to pay yourself rental. If you did not occupy it yourself, you would be receiving rent from someone else.

Do not forget to charge your own salary, or drawings, to pay roll. This applies also to any of your family who may be working in the store. If you do not have them, it would be necessary to engage other help.

You are entitled to 7 per cent. interest on the money you have invested in the business.

Do not overlook writing an adequate per cent. off your fixtures every year.

Your purchases for one year are $16,000, which you sell for $24,000, an advance of 50 per cent. on invoice price, and showing a gross profit of 33 1/3 per cent. of $8,000. You pay $16,000 for merchandise, to which you add $6,000 cost of doing business=$22,000, which gives you total cost. That leaves $2,000 as your net profit, which amounts to 8 1/3 per cent. on your volume of total sales.

If your profit is to come out of the selling price, it is plain that profit percentages must be figured on the selling price. You don't make profit on your cost, but on the money you take in. Don't forget that.

The secrets of successful merchandising are knowledge of figuring costs and profits, service, merchandise and advertising.

If your margin of profit is not sufficient to cover expenses and give you a fair net profit, you must increase your volume without increasing your expenses.

Taking cash discounts means added profits. An average of 3 per cent. on purchases of $16,000 means $480.



In our last issue we told the story and showed some illustrations of the Stratford manufacturers in their tour of the West. Here is Mr. Gifford, of Farquharson-Gifford, standing in front of the glacier at Lake Louise.

Analyze your sales and be sure that too much merchandise is not being sold at a close margin.

Your total expenses come out of your selling price, not your invoice price.

You cannot make a profit until the article is sold.

See that your annual statement shows your actual position. Do not adjust the figures to make you believe you have made a profit, when you have made a loss. Face the facts and see that conditions are remedied, so as to permit of a satisfactory showing in figures.

Pertinent Facts

Keep pace with changing conditions. Read your trade journals. They contain much information, by experts, of vital interest to all retailers.

Do not try to keep the details of your business in your head. Keep proper records. You cannot afford to forget or do any guessing.

You must know the facts.

Your business must be properly systematized, so that you will know which departments are paying you and which are losing money.

You must know which articles are the dead ones, what expenses are climbing up, what clerks are producing the most profitable business for you.

If you are in touch with all these details and your expenses are not too large for your volume, you will not have to lay awake nights worrying about paying bills.

Keeping books is necessary for two reasons; first, to show how your business is getting along—the progress of your business—and, second, how much your business is worth—the actual condition of your business.

Merchants should make a practice of going over their stocks at least once every two weeks.

System is only one of the investments of success, and the information it gives should be used to the best effect.

The oftener you buy and sell, the more money you make, provided you sell frequently enough not to require additional investment.

Advertising is a force in creating demand. See that your copy is of the pulling kind. It pays to give it careful thought and study.

Keeping your stock down and your sales up, without increasing your expenses in proportion to your increased sales, is what make for maximum profits.

You can't pay bills on imaginary profits; the sales must be made and cash received before you can remit for goods purchased.

Watch for leaks, avoid overbuying, and always keep planning for increased business.

Do not buy automobiles with the extra profits made during abnormal years. Invest your additional profits so that you will have a reserve to fall back on during periods of depression.

THE NEED OF KNOWING YOUR BUSINESS

Some suggestions on the subject by F. W. Stewart, president of Montreal Publicity Association

THAT the percentage of merchants who know how to correctly figure profits is very small, was the outstanding statement of F. W. Stewart, president of the Montreal Publicity Association.

Many figure on the invoice price. This is a very dangerous mistake, as it frequently lands the merchant in the hands of a liquidator. This is detrimental to other merchants because of the bankrupt stocks thrown on the market in competition with them.

As a remedy he suggested that jobbers should make sure before selling or giving credit, that the merchant who was purchasing was qualified in his particular line of business.

Should be Qualified

"If the Retail Merchants' Association and the Board of Trade would get together and discuss plans to make it necessary for any man to be qualified before any reputable firm would sell him goods, a great many failures would be eliminated," he said. "I am of the opinion that that will soon be done."

Mr. Stewart told of one man who added fifty cents to the cost price of each pair of shoes he sold, regardless of whether the cost was $2, $3 or $4, and believed he was making fifty per cent. on his sales. Another young man starting in business for himself had sold three suits for $30 each and the first week he was in business, and thought he had made $90.

Bigger Percentage

Remember that 33½ per cent. on invoice price is only about 25 per cent. on selling price," said Mr. Stewart. Very few merchants who owned their own stores charged anything for rent, or for their own salary, was another point he made. Both these items should be charged up as expenses, he said.

"Don't forget that profits must come out of the money you take in," he continued. "Therefore, if profit is to come out of selling price it must be figured on that."

He advised that every store be departmentalized. "In that way you will know from day to day what you are making or losing. You will also know what clerks are making money and which are losing. Keeping books is necessary to know what progress your business is making and what profits you are making."

He further added that in times such as the present, when merchants made more money than usual, they should put it away where it would be available when conditions change again. "Don't buy an automobile just because you are making a little more money than usual," he stated.

System in Business Opens Way to Success

THE need of a campaign for greater system in the retail business is demonstrated by the large number of retail merchants who do not understand their business or how to organize and keep it a going concern. In illustration of this Mr. W. H. Farley in an address before a recent meeting of retailers, declared that legal commercial failures in Canada during 1917 represented nearly $9,000,000. This was mainly due to lack of capital, incompetency, specific causes, and in a small measure fraud. Apart from legal failures there are others which escape observation by not going through the usual public bankruptcy procedure.

The Need of Business Organization

The speaker here pointed out that the first need of a business house is thorough organization from the bottom up. Lack of success and progress is often due, he said, to the fact that the proprietor of a small business, or the president, secretary and treasurer of a large concern are carrying the whole burden, whereas exactly the reverse should obtain. The burden should be distributed throughout the whole staff from delivery men upwards. That is to say, the proprietor or main officials should top the construction business pyramid, being adequatly supported by the main or major structure—the employees. Every worker should be given a definite task to accomplish and be held responsible for that duty.

Must Advertise

Mr. Farley next turned his attention to advertising the neglect of which he contended to result in lack of substantial business progress and prosperity. But to secure adequate returns the advertising must be continuous and not spasmodic. Experience goes to show, he declared, that systematic advertising always pays. Then, local newspapers are mediums for building up a community, and the business man in supporting them is co-operating in advancing the interests and prosperity of his own town in which his business enterprise is involved.

Window Display

The lecturer was also strong on window display, which he characterized as really "worth while." His advice in this connection was timely and illuminating, and he leaned toward effective one-line display at a time, and away from a window crowded with miscellaneous goods. He was opposed to freak displays as not actually inciting the public to enter the store, but rather to rest content with the sidewalk attraction offered and pass on their way.

Real Salesmanship Brings Its Reward

THE statement has been made that during the past few years at least there has been no real need for advanced salesmanship in the retail talking machine business, writes C. B. Shepherd in an exchange. That is, salesmanship of the higher sort which is absolutely essential to success in other lines of endeavor, including the closely allied piano business. The excuse has been that, in the first place, the manufacturers' advertising brought the business for both machines and records right into the store of the dealer, who found the customer already sold before he had entered the store and required of the dealer only that he display and test a machine offered at a certain price or find in his stockroom records bearing certain specified titles or numbers. Secondly, it has been claimed, and with some degree of truth, that the market has for years been oversold in the popular makes of talking machines and records—that with the demand in excess of the producing ability of the factories the dealer had little else to do but fill the orders that came to him without any great personal effort.

Notwithstanding arguments to the effect that retailers are doing business without great effort and making some money at it, despite the oversold condition of the market, I, for one, maintain that genuinely efficient salesmanship is as essential to successful talking machine selling as to any other line of business. In every State and in every city or town where there are several competing dealers handling talkers the traveler will find one who believes in salesmanship and insists upon his staff using proper selling tactics. Without exception it will be found that that particular dealer is getting more than his pro rata share of the local business—enough more to make his salesmanship pay substantial dividends. The extra effort may mean only the sale of a machine here or a few records there occasionally, as representing business that would not have come to him naturally, but that little extra sale here and there makes a most substantial total during the year. It marks the difference between making an easy living and making money and leaves with the buyer the impression that he is doing business with a wide-awake store—a store that appreciates his patronage and wants more of it.

My experience indicates that the great lack of salesmanship that one runs against in the trade is due chiefly to the indifference of the dealers themselves who have found that sufficient trade comes to their doors to provide them with a good living. With this type of competition to meet it is little wonder that the progressive retailers, the fellows who go after business and sell their goods, stand out from the rest so sharply.

Every sale made to-day, every new customer impressed with the desire to do business with you means just so much less left for future accomplishment. And the customer likes to be sold, likes to be made to feel that he is welcome in the store and is not breaking into a siesta. You, Mr. Dealer, like to receive attention yourself when you enter the haberdasher's or the cigar store, so why not credit your customer with the same human characteristic?

Giving the customer what he asks for, taking his money and letting him walk out without any comment beyond the brief "anything else to-day?" is neither salesmanship nor even service. By appealing to the customer who has once been so treated the live retailer with salesmanship and service back of him and a smile is taking away trade from the sleepy one and building up more than his pro rata share of trade. It's done right now—look for yourselves.

If there is anything more pitiable than lack of salesmanship it is the performance of the salesman who knows he should try to sell but doesn't know how to go about it. This condition is squarely up to the dealer who employs him, but has not taken the trouble to train him. One of the fundamental principles of selling is to know your goods, because you cannot talk convincingly regarding the qualities of a product with which you are not familiar. Despite this there are to-day salesmen who cannot intelligently explain the difference between various types of machines, much less give any details regarding motor or sound-box construction.

People are asking for just such information to-day. The manufacturers are calling attention to special mechanical features in their advertising and the prospective purchasers are asking questions. They want to know just how one machine differs from another and it will not be long before the salesman who cannot explain that difference intelligently and convincingly will be out of luck. In the matter of records, for instance, the real salesman will not only be able to describe the difference between the types intelligently, but regardless of whether he is selling lateral or vertical-cut records, will be able to tell just why the system used in making the particular record he handles is the best. The woods are full of good logical arguments on both sides. Expert salesmanship means realizing on opportunity, an opportunity that many of the members of the trade who can be recognized readily have realized. Soon there may be changed conditions and selling will become a necessity.

THE SALESMAN'S CREED.

The secretary of a furniture company across the border lays down these rules for the guidance of successful salesmen:

"I believe in the stuff I am putting out and my ability to get results.

"I believe that honest stuff can be passed out to honest men by honest methods.

"I believe in working, not weeping; in boosting, not knocking, and the joy of my job.

"I believe that a man gets what he goes after, that one deed done to-day is worth two deeds done to-morrow, and that no chap is down and out until he has lost faith in himself.

"I believe in the right now; in to-day and the work I am doing; in to-morrow and the work I expect to do; and in the sure reward which the future holds for me.

"I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition.

"I believe there is something doing somewhere, for every man ready to do it, and I am ready—right now."

MEN ARE BRUTES

"I see they are going to tax talking machines."

"Well, my dear, that probably won't affect you, and if it does I'll cheerfully pay the tax."—Louisville Courier Journal.

33⅓% ON COST MEANS ONLY 25 ON SELLING

An important point in figuring profits brought out by letter of Hamilton dealer—How to figure

Editor, Canadian Furniture: World

I noted an article in a recent issue of your paper as to the simple method of figuring profits employed by M. Brown, of Toronto. If. Mr. Brown gets only 25 per cent. gross profit in the example given (and I believe his figuring to be correct) how does the manufacturer, whose advertisement I enclose, figure that the dealer makes 33 1-3 per cent. on the same thing?

W. H. SWAIN.

156 Beach Road, Hamilton, Ont.

* * *

Difference in Percentage Quoted.

Editor's Note.—The illustration of Mr. Brown's method of figuring percentage of profit gave goods as costing 90 cents and selling for $1.20, a gross profit of 30 cents per dozen. His method is to add two ciphers to the 30 and divide by 1.20, thus:

```
1.20)3000(25
     240
     ---
     600
     600
     ---
      00
```

Giving a profit of 25 per cent.

The manufacturer whose advertisement was enclosed quoted a three dozen case of his goods, costing $2.70 (90 cents a dozen) and selling at 10 cents each ($1.20 a dozen), as giving the retailer a profit of 33 1-3 per cent.

Why the Difference?

Simply because Mr. Brown figures his percentage of profit on the selling price and the manufacturer has figured his on the cost price. Thirty-three and a third per cent. profit on cost price only means 25 per cent. on the selling price—the basis on which the retailer invariably figures his expense percentage. We believe that it is the best policy for the retailer to always figure his percentage of profit on selling price in order to avoid any chance of mistake. Of course, there is nothing wrong in figuring profits on cost price, but it is then necessary to figure expense percentage out on the same basis in order to ascertain if a sufficient net profit is being made. To save this trouble and avoid any chance of mistake it is preferable to make a habit of always figuring profits on same basis as cost of doing business is figured—the selling price.

How Retailers Are Misled.

The practice of many manufacturers of quoting profit on their goods on cost price is very misleading to dealers who do not make a habit of figuring out the profit on goods for themselves.

For instance in the case quoted the advertisement states that the goods give a profit of 33 1-3 per cent. If the dealer has figured out his expense percentage at 20 per cent. he would be under the impression that he would make a net profit of 13 1-3 percent. on the goods, whereas he would really only make a net profit of 5 per cent. as the 33 1-3 per cent profit which the manufacturer quoted is on cost price which only amounts to 25 per cent on selling price.

An Illustration.

To illustrate this, suppose a case of three dozen costs $2.70 and sells at 10 cents each, or a total of $3.60. On cost price (the way the manufacturer figures) the profit on $2.70 is 90 cents, or on $1.00 is $\frac{100 \times 90}{270}$ which, equals 33 1-3 per cent.

But figuring on selling price (as the average retailer does): On $3.60 the profit is 90 cents, on $1.00 the profit is $\frac{100 \times 90}{360}$ equalling 25 per cent.



Procrastination is the thief of time.

Checking Purchases and Discounting Bills

You must buy before you can sell, and on your care in buying depends a good part of the profit you make from selling. Goods well bought are half sold.

Not only that, but careless buying—failure to keep track of purchase and to discount bills—will eat up the profit on your best paying lines.

You want to have a big enough supply of drugs and sundries to take care of the demand; yet you can't afford to carry more than you need. Money invested in surplus stock is money that is lying idle—earning nothing. In fact, it is doing worse than nothing, for expenses are cutting into the profit you should make on your stock investment.

Besides this, a great many men lose money through failure to take discounts. A discount of 2 per cent. in ten days is at the rate of over 70 per cent. a year on the amount of the purchase.

Profit From Taking Discount

The man who fails to keep track of his purchases loses a good share of this. He may not notice the loss on any one bill of goods; but when the first of the year rolls around, he is likely to be wondering why he hasn't more money to show for his year's business.

A few years ago, you know, a business man looked on long time as a recognition of his credit standing. He would have been insulted if anyone had suggested that he pay up promptly, even though he had money in the bank, earning less than discount rates. To-day, we have learned that there is more profit in taking discounts and keeping our money in motion than in gaining costly long-time credit.

Systematic handling of buying doesn't mean a lot of "red tape." It is simply a matter of keeping a record of every order, and then of noting each purchase on a "register" form which shows at a glance the amount bought for each department of the business, when bills are due, the amount of the discount, and so on.

Purchase Orders

A purchase order ought to be made out for every purchase you make.

A good many dealers have order forms in a loose-leaf book, folded down the middle and "scored" so that the outer half can be torn off, leaving the other part in the order book. When they place an order, they simply fill in the name of the firm and the articles wanted. A sheet of carbon paper between the folded parts of the order form gives a duplicate of the order on the half that stays in the book.

The sheets in the book are numbered, the same number being on both halves of each sheet. This order number should be entered on the invoice by the firm to whom it is sent.

Before an invoice is O. K.'d for payment, it should be checked both with the carbon copy of the original order and with the goods received. If the invoice bears the same number as the order, it is easy to turn to the copy in the book and compare the two.

Another use for the carbon copy of the original order is, of course, in case of delays in shipment, mistakes, or when any question arises concerning the order. A complete record of the transaction is always at hand.

After the invoice has been O. K.'d and paid, the duplicate of the order can be taken out of the book and filed away.

Purchase Register for Complete Record

Invoices that have been O. K.'d should be noted on a purchase register (see form illustrated). This also is a loose-leaf form, and contains a complete history of every purchase where is can quickly be referred to.

The date the invoice is received is written in column 1, the number of the order in column 2. The next columns show the total amount of the bill, the date it should be paid, any shortages or returns, and the amount of the discount.

Columns 7, 8 and 9 are filled in after payment is made.

On the other half of the sheet, which faces the first half in the loose-leaf binder, the amounts purchased are changed to the proper departments, in order to show how much is bought for each one.

When trade is dull and sales slow up is the time the live business man puts on his thinking cap to try and devise new ways and means by which to bring business to his store.

Many a man has found this an excellent time to test out some plan which he has had in his mind, but which pressure of business had prevented putting into effect before.

We have heard of some dealers who have started sending one of their clerks to call upon their customers with a view to closer relationship. Many excellent ideas are suggested as a result after hearing the viewpoint of the customer regarding service.

It is also a good opportunity to bring new lines to the customer's attention and at the same time to find out whether every thing is going along in an entirely satisfactory way and if not to discover the cause.

PURCHASE REGISTER

Date.	No.	Amount.	Date Due.	Shortage Ret.	Discount.	Date Paid.	Check No.	Amount Paid.

TOTAL PURCHASES .....

SHORTAGES RET. .....

DISCOUNT .....

PAID .....

AMOUNT DUE .....

KNOBS *of* NEWS

The Queen Mattress Co., has been registered at Toronto.

The Victoria Cabinet Co. has been registered at Toronto.

C. H. Bleau, furniture, has been registered at Montreal.

The Phonograph Sales Co. has been registered at Montreal.

The Montreal Spring Bed Co. was recently registered in Montreal.

T. Little & Son, Galt., Ont., are remodelling their furniture store.

Canadian Bedding and Furniture has been registered at Quebec City.

The Beach Furniture Co., Limited, Cornwall, Ont., are building a new kiln.

Comte & Bernice, phonograph manufacturers, have been registered at Montreal.

B. H. Cochrane has sold his furniture business at Williamsburg, Ont., to Alex. Hess.

W. Parkinson has purchased R. Allen's furniture and hardware business at Piapot, Sask.

The new Bankruptcy Act passed this year at Ottawa is expected to be proclaimed next month.

The Gibbard Furniture Co., Limited, Napanee, Ont., are installing a new lumber curing dry kiln.

The Canada Furniture Manufacturers chair factory at Wiarton was burned on October 1 with a loss of $75,000.

The Renfrew Refrigerator Co., contemplates erecting an addition to its plant at Renfrew to manufacture kitchen cabinets.

The Sta-Bright Mfg. Co., Ltd., manufacturers of furniture polish, Montreal, has been registered. John McNaughton is president.

J. M. A. Lefebvre, Brantford, Ont., has commenced work on a mattress facory. Building to be 30 ft. by 38 ft. and of brick construction.

A business block on the west side of Broadway, Alderson, Alta., was destroyed by fire recently. Drummond's furniture store was included.

The Wagar Furniture Co., has been incorporated at North Bay with a capital of $40,000. W. S. Wagar, H. A. Heavener and J. Blanchet are interested.

The Columbia Graphophone Co., has purchased the plant of the Canadian Aeroplanes, Ltd., at Toronto, from the Imperial Munitions Board for $600,000.

The Roxton Baby Carriage Co., Limited, Roxton Falls, P.Q., have been incorporated to manufacture and deal in baby carriages and other vehicles for children, and wooden, straw and rattan goods. Capital $19,000.

NEW FURNITURE FACTORY AT KITCHENER.

Another furniture factory is promised for Kitchener. Peter Bogden, of Zoeller Street, contractor, has decided to go into the furniture manufacturing business. He will erect a factory building on Schulte Street in the north ward. Mr. Bogden owns a space of land on the two streets and will utilize part of it as a factory site. It is his intention to erect only a temporary building for manufacturing purposes on the site, measuring 32 by 60 feet, of two storys and of metal covered and wood structure. Later a bigger factory will be built nearer a railway line. When this has been done the first building will be remodelled and transformed into an apartment house.

FURNITURE BUYERS AT STRATFORD.

Among recent furniture buyers visiting Stratford were: C. E. Lordley, of Manchester; Robinson & Allison, St. John, N.B.; Mr. Campbell, of Brandon, Man.; Mr. Bellamy, of Moose Jaw, Sask.; Mr. Wilson, of the Nova Scotia Furniture Co., Halifax; and the manager of Weiler Bros., Victoria, B.C.

FURNITURE EXPORTS GOOD.

The Stratford Manufacturing Co., Ltd., are exporting quantities of play yards, folding tables and chairs to England. They expect to ship to South Africa in the very near future. Mr. Moore, president and general manager of this firm, reports bright prospects for export trade.

BOWMANVILLE FURNITURE CHANGE.

J. Harold Cann has taken over the furniture business of Alan M. Williams on King Street West, Bowmanville, Ont. Mr. Williams will remain with the new proprietor continuing in charge of the undertaking department.

Mr. Cann recently returned from the front, and ambitious to locate in his home town, he chose the furniture line as most advantageous. He has opened up a large shipment of new fall lines, making an opening display on Bowmanville's Fair Day.

WEAVING BABY CARRIAGES VIA THE MOVIES

E. J. Morrissey, Eastern representative for the Lloyd Manufacturing Co., of Menominee, Mich., next month is supplementing their baby carriage exhibition in New York with a motion picture show depicting all phases of manufacturing Lloyd goods and especially the Lloyd loom which weaves the carriages. The reels will be run several times daily at the Lloyd space during the New York exhibit. Mr. Morrissey's assistants, George E. Martin, W. H. Halligan, Walter H. Flynn and W. J. Morrissey, will be present, as may C. M. Dalrymple, sales manager of the Lloyd corporation.

The sensation of the film is a race between an expert hand weaver and the Lloyd Loom. The movie starts with the showing of Marshall E. Lloyd, the inventor. Then the weaving room and the race. Both man and machine begin with the weft or stakes in place. Within a few minutes the machine has completed its task while the "expert' is still "just beginning." The picture brings home to furniture men the importance of the Lloyd method and loom for weaving furniture and baby carriages.

TALKING MACHINES AS AERIAL AID.

One of the developments in the use of talking machines in new fields is its adaptation as a guiding hand in aerial navigation. Experiments recently made public at Washington embody the talking machine in connection with the radio telephone as demonstrated by the U.S. Signal Corps.

SHORTAGE OF PHONOGRAPHS THIS FALL.

That little more than fifty per cent. of deliveries will be made to Western dealers who placed orders for phonographs for fall delivery, is the opinion of J. W. Poisson, manager of The Canadian Phonograph & Sapphire Disc Co., Ltd., of Winnipeg.

Mr. Poisson stated that all raw materials entering into the construction of phonographs, apart from the mechanical apparatus, have been taken up since last June, and that the market is practically bare of the various solid woods and veneers which are required by manufacturers of phonographs. There has been a marked scarcity of solid oak owing to the fact that there have been practically no lumbermen in the bush for the past two years. An indication of the heights to which the price of oak has risen is found in the fact that while oak is a Canadian grown wood it is much higher in price to-day than mahogany, which is imported. Oak and mahogany are the two principal woods used in the manufacture of phonographs.

The present market quotation on undressed oak is $337 per M. This quotation is more than double the price of two years ago, and is considerably higher than the ruling quotation per M. on mahogany. Mr. Poisson states that two and a half years ago he paid only $165 per M. for select white oak.

While a marked scarcity of solid woods and veneers exists, it is significant that the mechanical apparatus used in phonagraphs is in good supply. Practically all such apparatus is manufactured in the United States.

Looking back over the history of the phonograph on the Canadian market, Mr. Poisson states that the demand for the present type of machine has been steadily increasing since February, 1914, when patent rights on the disc type of machine expired. Since the expiration of these rights—which had reserved for one or two influential manufacturers the right to market machines of this type—many small manufacturers have entered the field. A number of these were of mushroom growth and disappeared as quickly as they appeared, principally owing to the fact that they installed a poor type of mechanical apparatus in an imposing looking cabinet and sold the machines at prices which could not be equalled by the established companies. The misrepresentation was soon discovered, however, but too late, for the manufacturers were out of business and the discrepancy could not be made good. Mr. Poisson states that competition has not only wiped out the irresponsible type of phonograph manufacturer, but has resulted in a general improvement of the machines from every standpoint.

MUSICAL TRADE NOTES.

Musical Merchandise Sales Co., Canadian distributors of "Brunswick" phonographs, have moved to new quarters at 819 Yonge Street, Toronto.

Curtis Aeroplanes and Motors, Ltd., are now making at their Toronto factory on Dufferin Street, a line of "Aeronola" phonographs.

The name of the Otto Heineman Phonograph Supply Co., Inc., was changed on October 1 to the General Phonograph Corporation.

James P. Bradt has resigned his position as manager of the Canadian division of the Columbia Graphophone Co. Mr. Bradt has been connected with the company for 23 years.

The Pratte Piano Co., of Montreal, Ltd., has been incorporated to manufacture and deal in pianos, organs, phonographs and other musical instruments. Capital $200,000. P. A. Pratte, manufacturerofpi anos, is one of the incorporators.

I. Montagnes of I. Montagnes & Co., Toronto, Canadian distributors of "Sonora" talking machines, has returned to Canada after a visit to his old home in Holland. Mr. Montagnes first act on reaching Toronto was the taking out of Canadian naturalization papers.

OLD MUSIC IDEAS DOOMED.

The increasing use of the talking machine in the schools is doing much to dispel certain old ideas regarding the place of music as a part of elementary school education. Not so long ago there were many school teachers and even university professors who believed that in order for a study to be of any value to the students it should be an unpleasant grind. To-day where such ideas prevail they are seldom openly advocated, for they are against the recognized standards of teaching methods.

The fact that well-taught music proves to be an enjoyable study to the average school class is one of the big factors in its being placed on the curriculum and talking machines purchased for school use. Wherever the talking machine has been used in a school it has always overcome the objections raised against it and proved by actual performance its value as an aid to education.—The Talking Machine World.

Changes can be made in copy without loss of time—changes in proof almost invariably involve delay which frequently is most annoying and sometimes decidedly expensive.

EFFICIENCY

Write us for free demonstration

is the doorway to net profits. The Robertson Socket Head Wood Screw assures efficiency. Used by nearly all leading furniture manufacturers, etc.

P. L. Robertson Manufacturing Co., Limited

MILTON - ONTARIO

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade

SPECIAL ORDER WORK

Life Long Furniture Co., - - Ingersoll, Ont.

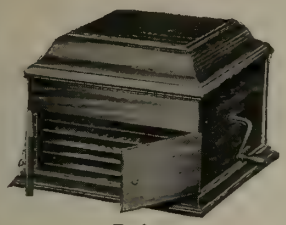
C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.



G $27.50



B $69



Duke $135



Grand Duke $165

PHONOLA

Revives the Art of Reproduction

Our experts have succeeded in developing a musical instrument that absolutely reproduces ALL the music engraved on the record—not a whisper nor a tone is lost—voice, violin, piano, band—ALL render through the mechanical construction of the "PHONOLA" a beauty and volume of glorious tone.

The "PHONOLA" ranks high in the list of sound-reproducing instruments on the market to-day.

It will pay furniture dealers to get particulars of our agency proposition.

PHONOLA RECORDS

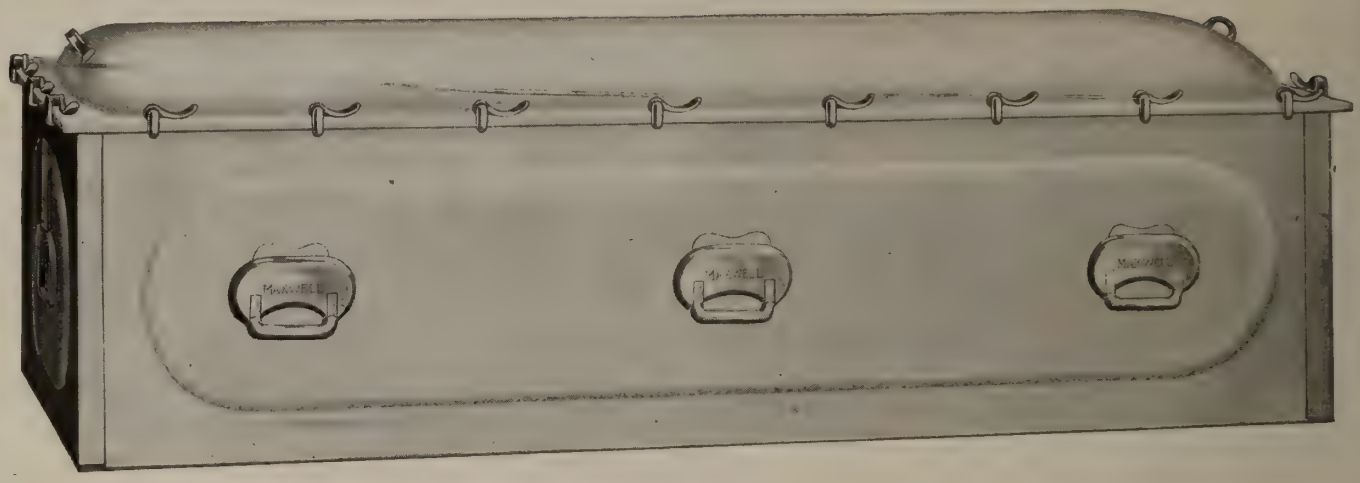
are also a part of the Phonola dealer's proposition —all the hits when they are in big demand recorded by leading singers, instrumentalists and bands—90 cents a record—a hit on both sides.

Phonola Co. of Canada, Ltd.

Kitchener : : Ontario

The Standard Vault

THE MAXWELL



Manufactured Exclusively of Copper Bearing Steel

This material is now acknowledged quite generally to be the most rust-resistant steel or iron available for the manufacture of steel vaults.

Its Superiority

authoritatively proven by recent comparative tests, has been acknowledged by the many manufacturers who have adopted it.

We were among the first. ***Many others will follow.***

We Are Pleased to Announce

that all our goods are now constructed exclusively of this material, and that recent reductions in the cost of same will enable us to do this without any advance over our regular list. Write your dealer for prices.

As we have been using Copper Bearing Steel for the past five years in our well-known and justly celebrated Copper Alloy Vault, we are now in a position to use it exclusively.

We are offering it in our Regular Aluminum and Gold Finish at our regular list price. If desired in the Copper Bronze Finish with White Enamel Interior, there will be an extra charge of three dollars for the adult sizes. Carried in stock by all leading jobbers. Write for prices.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

CLOSING SESSION OF C.E.A. CONVENTION

Reports and Presentation—Election and Installations—Resolutions and 1920 Year's Outlook

(Official report and minutes of the Convention)

THURSDAY AFTERNOON SESSION.

Following Prof. Renouard's lecture a vote of thanks was tendered him on motion of W. T. Sutton and Art. McCabe.

The consideration of reports was taken up and presented by the various committees.

Treasurer's Report.

The Committee on Treasurer's Report beg leave to report that we have examined the books, vouchers, etc. of the Treasurer and find that they are carefully and correctly kept.

Receipts	$1,682.01
Expenditure	973.88
Balance on hand	$798.93

N. B. COBBLEDICK.
A. W. BARLETT.
A. A. JACKSON.

Finance Report.

We, your Committee on Finances, beg to report we have audited the books of our Secretary, Mr. Matthews, and find them correct and neatly kept. We are also pleased to report that there has been a marked financial gain this year, the Secretary's books showing the sum of $1,328 against the sum of $1,100 of last year, an increase of $228.

All of which is respectfully submitted.

Signed on behalf of the Committee.

ED. HENRY.
ISAAC G. PAUL.
FRED SKINNER.

Secretary's Report.

We, your committee, beg leave to submit our report as follows: That this association appreciates the value and work of our Secretary, which is partly shown in the full and exhaustive report he has given us of the inner workings of our association, and we should congratulate ourselves on having such an able and efficient Secretary.

We desire to congratulate the Executive and Secretary for again obtaining the services of Prof. Renouard, who always has something good in store for us, and whose lectures and demonstrations are fully appreciated.

We further wish to thank the Executive and Secretary for securing the service of Mr. Clifford G. Askin, of Indianapolis, whose educative lectures on better business methods will, we hope, be an inspiration to all undertakers to secure better business methods.

We note in the report the reference made to arrears of dues. As we understand a new committee on membership has been appointed we believe the matter will be fully dealt with by them.

Your committee desires the Executive of this association to take into consideration the advisability of dispensing with the afternoon attractions or recess, and if desired have the same in the evening so that more time can be devoted to educational and instructive work.

All of which is respectfully submitted.

J. J. MARSH.
A. A. JACKSON.
C. N. SMITH.

Membership Committee.

We, your Committee on Membership, beg to report that in looking over the list of members we find there are a large number in arrears, amongst whom are a number who have retired from the business.

In examining the list as at the opening of the sessions we find: Four, nine years; five, 8 years; sixty-nine, 7 years: forty, 6 years; twenty-seven, 5 years; fifty-nine, 4 years; thirty-two, 3 years; fifty-eight, 2 years in arrears, making a total of 314 members.

To overcome this we would suggest that this matter be referred to the by-law committee and an amendment made to the by-laws which would at the expiration of — years automatically suspend delinquent members.

T. H. McKILLIP.
C. B. JAMES.
C. HASKETT.

Resolutions Committee.

We, your Committee on Resolutions, beg leave to report as follows:

(1) We recommend the adoption of the resolution regarding disposal of Eckardt stock.

(2) We recommend the adoption of the resolution regarding the sending of votes of thanks to our sister associations.

(3) We are heartily in accord with the resolution regarding non-affiliation with the N.F.D.A., and we believe the action of this convention a step in the right direction in uniting our own forces of the Dominion before considering affiliation with that body.

(4) We are heartily in accord with this resolution: "That in view of the fact that more satisfactory legis-

lation might be obtained regarding the disposal of dead human bodies a legislative committee be appointed to look into the matter and report to next convention."

MERT LETCHER.
W. N. KNETCHEL.
W. A. BRITTON.

President's Address.

We, your committee appointed to report on President's address, beg leave to report as follows:

We are pleased to note the success of this, our 36th annual convention, being the largest in our history.

We congratulate the president and your executive on the curtailing of the expenses, as we note that there were only three meetings during the year. We would also commend the Executive for the continuation of the School of Embalming, as we believe this to be a step in the right direction, along the line of education extended to our members.

From reports of members of those attending the School the service of Prof. Renouard are highly commendable.

The talk on better business methods as given by Professor Askin, of Indianapolis, were most pleasing and we believe were highly appreciated by each and every member of this association.

We heartly commend to every member of our association our official organ. "**The Canadian Furniture World and Undertaker,**" and would recommend that every member become a subscriber of this paper.

We, as an association, deeply mourn the loss of our members referred to in our President's report, and extend our heartfelt sympathy to their loved ones.

We are proud of the members of our association who have done so much in the course of liberty, and we heartily congratulate each and every one of them on their return, and bid them a hearty welcome to our association.

Signed on behalf of committee.

N. J. BOYD.
JNO. RODGERS.
C. N. GREENWOOD.

Mr. Matthews referred to the absence of Mr. McIntyre, of St. Catharines, the dean of the Association, stating that he had been very ill. He moved that a telegram of sympathy be sent Mr. McIntyre, which on a standing vote was carried, the following wire being sent:

"J. B. McIntyre, St. Catharines,—The C.E.A. in convention regrets to hear of your illness, and trust that you will have a speedy recovery."

A vote of thanks was passed on motion of Mr. Morris to the Canadian manufacturers, the travelers and the trade press for their good offices throughout the year towards the officers and members of the C.E.A.

Ald. Ryding made a brief address on behalf of the City Council, tendering the freedom of the city on all C.E.A. visitors.

Some Presentations.

Harry Ellis addressed Secretary Matthews on behalf of his friends and tendered him the gift of an easy chair and a bouquet of roses. He said Mr. Matthews was untiring in his efforts on behalf of the Association, always giving it first consideration and always doing the little things that make for perfection.

Mr. Matthews, in accepting the gift, said it was hard to respond to such an emergency. The gift was a surprise. His breath was taken away—he had no breath at all, in fact. The Secretary's task was no easy one, but if his efforts were appreciated he was satisfied. The chair and the flowers represented something. He knew the roses his wife would prize. He told a story about brandied cherries, and like the recipient in the story he thanked the donors for the spirit in which their gifts were tendered.

President-elect Morris, on behalf of the Association, next tendered a cut-glass berry bowl to James O'Hagan, editor of Canadian Furniture World and The Undertaker, for his help to the Executive during the past year, and throughout the convention. The recipient thanked the Association for their gift, and said he had always at heart the best interests of his friends in the Association. He hoped all present would boost throughout the year the movement for a Canadian National Association.

Prof. Renouard, on behalf of the Association, then presented a cut-glass water set to retiring President Brandon, to which the latter suitably replied.

Installing the Officers.

The installation of officers for the coming year followed. N. B. Cobbledick installed Pres. Morris; C. N. Greenwood, V. P. McKillop; and Wm. Edward, V. P. Britton.

Mr. Morris appreciated the honor done him in electing him president. He wished success to all and hoped to see all back again next year.

Mr. McKillop has been a member of the C.E.A. for 18 years. He had always looked forward to being an officer, and he promised to help in making it the best Association on the American continent.

Mr. Britton also appreciated the honor. He has been a member for twelve or thirteen years and had been coming every year to convention since joining. He wished to bring out a point in regard to which he had heard some criticism, and that was "the Association was operated by a clique." He said that was a mistake. He found that he himself, as everyone else, was welcome to the highest offices in the Association. As to the wisdom of choosing himself the future would answer.

Secretary Matthews said he had been Secretary for the past eight years. He was glad to hear Mr. Britton speak about "cliques." So far as the secretaryship was concerned any mamber of the Association who could meet the demands of the office could have the job. He welcomed all the new members to the Association.

A. R. Coltart thanked the members for re-electing him treasurer.

The convention adjourned after singing "God Save the King."

CONVENTION NOTES.

When Jules Brazil told the gathering at the banquet to sing the choruses just like Fitzpatrick sang them, Pat who thought he was unknown asked his wife how the dickens he knew him. "It beats Bannagher," said Pat.

Doc. Ferguson, after Bob Flint, was the **Star** in the ball game. Bob told them how to play, but Doc. twice up in the second innings made two runs, and had five to his credit of the 21 runs scored.

The "School" was responsible for 34 members being added to our membership in the C.E.A.

We had, also, during the convention two ladies to grace the meetings—Mrs. Fitzpatrick and Miss Donan, of Kingston.

Both Mr. and Mrs. Fitzpatrick of St. John, N.B., joined the C.E.A. this year. These are our "farthest away" members at present. Mrs. Fitzpatrick is our first full-fledged member, and she makes a good one.

EVEL CASKET COMPANY

LIMITED

HAMILTON - ONTARIO



No. 607 No. 1 EXTENSION HANDLES

The Name "EVEL" Stands for QUALITY

EVEL CASKET COMPANY, LIMITED

HAMILTON, ONTARIO

NOVA SCOTIA F. D'S CONVENE *at* HALIFAX

Report of the Twelfth Annual Convention—Good attendance; harmony; dispatch of business

REPORTED BY F. W. WALLACE.

AT sharp ten o'clock, August 19th, President W. A. Murray called the twelfth annual meeting of the Nova Scotia Funeral Directors' Association to order in Snow & Co.'s funeral parlors at Halifax. The Rev. Dr. Armitage, Rector of St. Paul's Old Historic Church, Halifax, lead the members in prayer, and closed by repeating the Lord's Prayer, the members taking part.

The President then introduced Mayor Parker, who, in a few well-chosen remarks spoke of the great improvement he had noted in the profession in recent years, and complimented the delegates on their good attendance, and assured them that they were wise in choosing the Old Garrison City for their place of meeting, and that he didn't hesitate to throw open wide the gates of the city to them, and was sure that the keys would be returned to him as spotless as given.

F. W. Wallace of Sussex, N.B., honorary member of the Association, thanked Dr. Armitage and His Worship the Mayor for their kindness in being present, and assured them that Halifax would be the better for their presence in the Garrison City, where they had received so many kindnesses in the past years.

Owing to an accident to the train carrying Professor Moadinger, the President stated that business would be carried forward with dispatch so that nothing would prevent the Professor from occupying the balance of the sessions in lecturing and demonstrations. The President then read his annual address. This being the retirement of the President from active work as a funeral director, this address was full of sound advice not only to the funeral directors, but especially to the young. He regretted to have to report the deaths of John H. Haler, the traveling representative for a number of years to the profession; R. C. Durling, Bridgewater, and A. J. Woodman of Wolfville.

On motion the President's address was received and handed to the committee to report upon.

Cecil E. Zink, Secretary-Treasurer, then read his annual report, showing the association to be healthy financially with a number of applicants to be presented to this meeting. This report was handed to the Finance Committee to report on later in the session.

The minutes of former meetings were read and adopted and letters of regret were read from C. C. King and J. W. Langell, regretting their inability to be present.

J. C. B. Olive and J. A. Logan and A. A. McNut were appointed to report on the Secretary's annual report. Messrs. Olive and Fitzrandolph were appointed to report on the President's address.

The meeting closed to meet at 2.30 in the afternoon.

At 2.30 in the afternoon the meeting was called to order by the President. Applications were received from several new members who were elected and introduced to the meeting.

On motion of J. C. B. Olive, seconded by C. S. West, it was resolved that the secretary be instructed to send letters of condolence from the meeting to the families of the late J. H. Haler, R. C. Durling and J. A. Woodman.

It was brought to the notice of the meeting that W. G. Smith, who had represented Christie Bros. for a number of years was retiring from the road on account of ill health. A number of the members present spoke of Mr. Smith's fine qualities, and deeply regretted to learn of this fact. The meeting was then turned into a "round table," talking of the many questions relating to professional experiences, among these the question of embalming was taken up and discussed with much profit to the meeting, after which the secretary raised the question of organization in time of disaster, such as the Titanic and the late explosion at Halifax. Some time was profitably spent discussing this question.

A. A. McNut raised the question of sea burial, which in his mind should be taken up by the funeral directors throughout the civilized world, believing that in this enlightened age passenger ships at least should carry one qualified to embalm human dead bodies.

F. W. Wallace spoke on this question and related a case of a returned soldier's wife with two small children, who had been buried within a short distance of Partridge Island, which is not more than two miles from the old loyalist city of St. John. Her husband was engaged in the trenches in France, fighting for liberty, truth and justice, and he asked if this was giving that man what he was fighting for. The little ones were forwarded by Red Cross nurses to their destination in Nova Scotia. Mr. Wallace had taken this matter up with the St. John papers in a letter to the public, and would back any movement in this. He asked Mr. McNut to draw up a resolution and he would take pleasure in seconding the same. Mr. McNut moved and Mr. Wallace seconded the following resolution, which was carried by a unanimous standing vote:

"Whereas the practise of burying 'dead' human bodies at sea by shipping companies carrying passengers should be discontinued, being barbaric in character, and inimical to Christian ethics; therefore, resolved that the N.S.F.D. Association protest against this practise, by memoralizing the Federal Government with the view to having such legislation enacted as will bring about the discontinuance of the above practise as speedily as possible." (Signed)

A. W. Murray, President.
Cecil E. Zink, Secretary.

The following committee was appointed to take this matter up with the Dominion Government: President Ward, A. A. McNut and J. C. B. Olive on behalf of this association.

Wednesday morning, August 20th the meeting was called to order by the President. J. C. B. Olivelead in prayer. The President then introduced Professor Moadinger in a few words, saying that as this was his third appearance before the N.S.F.D.A. no words were needed from him. Professor Moadinger then addressing those assembled regretted the accident on the railroad, which detained him for one day, and stated that this was the second occurrence of this kind to happen him coming into Canada, and in each case it was on

NEAT DESIGNS

DOMINION SERVICE

BEST QUALITY

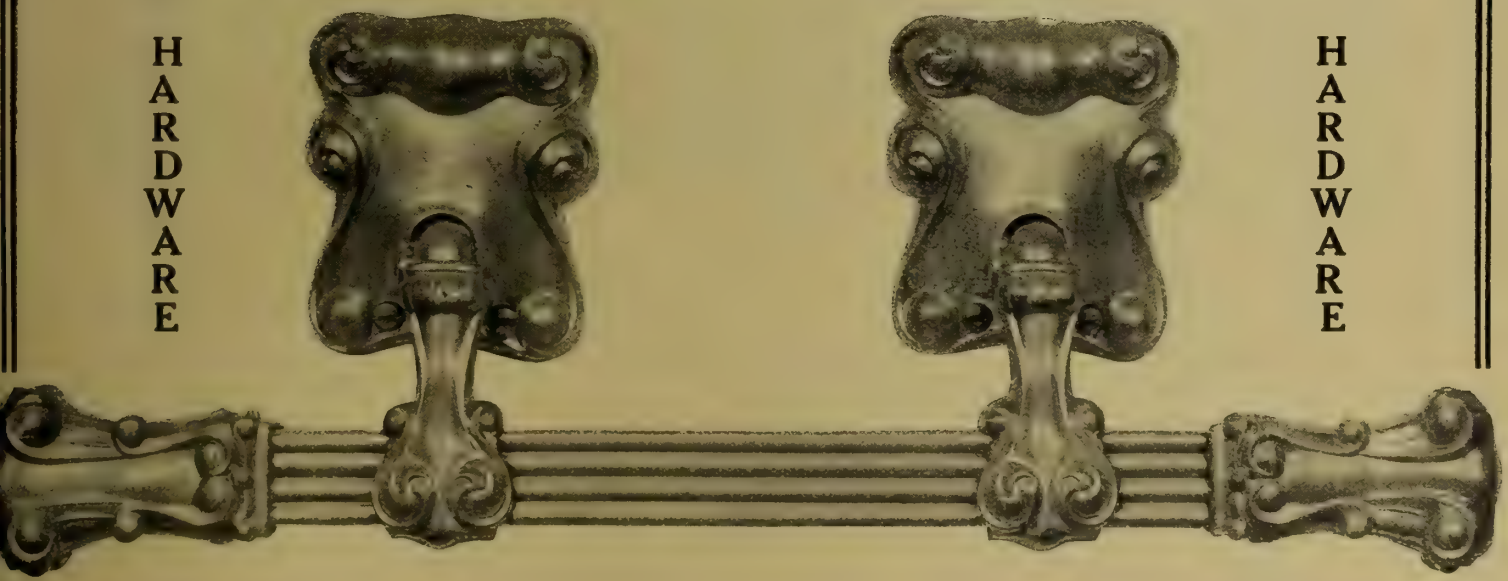
Attractive Hardware Our Accomplishment

STEEL BRACED HARDWARE



No. 557 Plate ANY MOTTO Size 7½" x 4¼"

STEEL BRACED HARDWARE



No. 1253 Textile Bar 15⅜" x 5⅜" No. 1254 Metal Bar

WE MAKE THE BEST AT REASONABLE PRICES

Dominion Manufacturers, Limited

Head Office and Showroom:
109 Niagara St., Toronto, Can.

SERVICE IN DESIGNS

DOMINION SERVICE

SERVICE IN QUALITY

Attractive Hardwood Caskets

Mr. Funeral Director:

This Casket is very suitable for that old request, "plain but good." Have you one in your showroom?



No. 559 Plain Oak

No. 562 Quarter Cut Oak

Our Branches are at Your Service

BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited
London, Ont.
Girard & Godin, Limited
Three Rivers, Que.

The Semmens & Evel Casket Co.,
Hamilton, Ont. Limited
Christie Bros. & Co., Limited
Amherst, N.S.
The Semmens & Evel Casket Co.,
Winnipeg, Man. Limited

The D. W. Thompson Co., Limited
Toronto, Ont.
Girard & Godin, Limited
Montreal, Que.
Vancouver Casket Co.
Vancouver, B.C.

"Quality, Style and Finish—Guaranteed."

Dominion Manufacturers, Limited

Head Office and Showroom:
109 Niagara St., Toronto, Can.

the American side, but the warm welcome always extended him removed this hardship. Professor Moadinger held his class for the balance of the morning session. The meeting closed to meet at two o'clock, when the Professor continued his lectures. At the close of the Professor's lecture a business session was held, at which the following officers were elected:—President, A. A. Ward, Canning; Vice-President, T. H. Roop, Middleton; Sec.-Treasurer, Cecil E. Zink, Dartmouth (re-elected); Chaplain, J. C. B. Olive, Truro; Sergt-at-Arms, J. A. Logan, Shubenacadie.

The Professor then occupied the balance of the session.

Wednesday evening, August 20th a short session was held to give the Professor an opportunity to make up for lost time in being present. At eight o'clock this meeting closed, and the members marched in a body to the "Tally Ho," where a banquet was given by John Snow, Sr.

Thursday morning, August 21st, the meeting was called to order by the President, when a committee report on the President's address and Secretary-Treasurer's report were read and adopted.

A resolution thanking Snow & Co. for the use of their rooms and many other acts of kindness was passed and unanimously carried. A like resolution was addressed to the Dominion Manufacturing Co. and the Montague Manufacturing Co. for donations.

The question of a Grand Rally of the Funeral Directors throughout Canada to take place at the next annual meeting, 1920, of the Canadian Embalmers' Association of Ontario to be held in Toronto, was discussed in which F. N. Brown and J. C. B. Olive spoke at some length. F. W Wallace favored this movement, and stated that during his career as editor and secretary he had on more than one occasion spoken and written for this movement, and hoped to live long enough to see a grand rally with the old mother association at Toronto, and assured those present from past experience they would be well repaid for time and money spent, and hoped this movement would be from all parts of the Great Dominion, from the Atlantic to the Pacific. It was resolved to make a movement in this matter.

The balance of this and the afternoon sessions were occupied by the Professor with a deeply interested class, lecturing and demonstrating. The afternoon session closed with singing "God Save the King," and three cheers for the King and three cheers for Professor Moadinger. This closed a harmonious and profitable meeting, with Halifax to be the next place of meeting.

THE BANQUET DOINGS.

Toast List at N.S.F.D. Association Banquet—"Tally Ho."

A. W. Murray, Past President, Toast Master—I am pleased to be present as toast master with the N.S.F.D. Association this evening. After such a sumptuous banquet we all feel in a very happy mood I am sure, but as time is flying I will gently remind the speakers that follow in the words of the poet, that "Brevity is the soul of wit," then let us hope the speakers are full of it.

1. The King and Our Allies. "God bless them every one." First verse of National Anthem.
2. Our Civic Rulers—Success to their efforts. Response: His Worship the Mayor.
3. The Clergy—Faithful to the end. Response: Rev. Dr. Armitage, also Rev. Mr. Donaldson.
4. The Profession and Sister Association—May their watchword ever be "Upward and onward." Response: Professor Moadinger.
5. The Manufacturers—Preparedness for Emergency. Response: D. M. Andrews and Mr. D. L. McKinnon.
6. Knights of the Grip—Travelers on the road to success.
7. Our Guests and our next merry meeting—First verse of Lang Syne. Response: Mr. A. A. McNut.
8. Our Host—Here's hoping his larder may never be depleted. Response: John Snow, Sr.
9. The Press—We all know the "Press is mightier than the sword. Response: F. W. Wallace.

"God Save the King."

Convention Notes.

Too much credit cannot be given to Snow & Co. for the many acts of courtesy during this and other meetings here in Halifax. The banquet given by John Snow, Sr., was one long to be remembered, and only adds another chapter to the many chapters of the old veteran's hospitality and efforts in uplifting the profession at large. While the responses were not in all cases carried out in the lines suggested by the toast master, the replies were not only witty, but instructive and inspiring to the profession, and gave the invited guests some idea of the great growth in education and improvement in the funeral directors profession.

F. W. Wallace in reply for the Press, and in reply to one of the speakers as to funeral directors holding the office of mayor of cities and towns, plainly outlined the fact that many in the profession not only in England and the United States have and are holding not only positions of chief magistrate, but are holding positions equal in responsibility to any profession, trade, or calling, and at the present time one of our honorary members, George Dudley Wright, of Charlottetown, P.E.I., was prevented from being present owing to the fact that he was engaged in receiving to his city the future King of the British people, the Prince of Wales. He also brought out that our professional journals were also equal to any profession or trade, and were edited by men in many cases equal to any editors of journals or newspapers, referring to such men as A. T. Storey, editor of the Undertakers Journal, London, England, who is an author of much note as well as an editor. He also referred to William Hill Butler, joint editor of the Sunnyside and Casket, New York City, who is also an author, and whose famous poem on democracy is being endorsed by many of the leading minds in not only his own country but in England and in Canada.

Perhaps one of the most pleasing events that occurred during the session took place at the close of the closing session when ex-President Murray called John Snow, Sr., to the lecture room and in the presence of the class assembled read an address on behalf of the association to Mr. Snow for his continued efforts in carrying on the great educational work among the funeral directors. Then Secretary Cecil E. Zink presented Mr. Snow in behalf of those assembled with two beautiful receiving trays of silver for two of his mission churches. Mr. Snow although passed three score and ten years can be found every Sunday morning motoring to two small missions of the Anglican church to hold service for these two flocks each Sunday. Mr. Snow, in reply, was deeply touched, and not only thanked the doners for their kindness to him, but on behalf of his two little flocks and wished the kind givers of these gifts that they may receive many blessings from the Giver of all good gifts.

BUSINESS METHODS FOR UNDERTAKERS

Gist of address delivered at late C. E. A. Convention by Prof. Clifford G. Askin of Indianapolis

Mr. Askin came to Toronto through the courtesy of the National Casket Manufacturers' Association of America, and this was the eighteenth convention he had addressed since April. He is an undertaker of 16 years standing; an embalmer for 12 years and an instructor in Michigan University for six years.

Build on High Principles.

He advocated funeral directors following only high principles; but there is also business ethics involved in our calling, said Mr. Askin, and as a business man he wished to speak to business men.

When he entered the undertaking business he was employed by a man who thought business principles could not be applied to the undertaking business. This man believed that if service was rendered the bill would be paid. But the speaker found that quite a proportion of the accounts were not paid. So when Mr. Askin started into business for himself he put into practice some business principles. He failed at first in getting the results anticipated, not because of the employment of the business principles, but through his application of these principles.

After some experience he came to the conclusion that in his business it was best to talk business to those applying for his aid just the same as in any other business.

Of course with the majority of funeral directors sentiment takes up a big place, and because of this some of us are afraid to talk finances. But he found that with the exercise of tact and a little more care—a little more diplomacy—we could bring about this.

To-day, thought Mr. Askin, is a good time to introduce the safer principles of business. By it we could conserve time on our accounts. A glance through the returns of Dun's or Bradstreet's showed him that of the failures among undertakers 33 1-3 per cent. were due to lack of capital. Now we cannot keep our capital up unless we keep our collections up, and because of this we have sales linked up closely with our collections.



PROF. CLIFFORD G. ASKIN.

There are four subjects of better business, or four principles of better business that might well be mentioned. Publicity was one of these. There are many ways of publicity apart from newspaper advertising, that might well be adopted. The service we render, our dress, our methods of handling funerals—all these may be made good avenues of publicity.

Salesmanship is another principle. Under our new conditions salesmanship can and should be developed. And we will find that salesmanship and publicity are linked together. The two are closely allied.

Then we have the credit department, and that, too, is linked up with sales. In our own business credit does not get very far. We have no long credit. We collect promptly.

How About Office Efficiency?

The fourth principle is a general efficiency system in the conduct of our business. Is there any lady or gentleman present who practices general office efficiency in her or his business? He knew of an undertaker doing $60,000 annually, who has only a ledger—and he was afraid there were a great many more like him. In his own business at Indianapolis he had a number of forms for taking care of every transaction, and these forms gave him the information he wanted regarding all details of his business.

Credit to-day is really unnecessary. Once upon a time it was a necessity, as for instance when farmers marketed their crops once a year, but at present credit is obsolete—entirely out of date. It is a national abuse, a bad habit. In the old days with few banks and money scarce some means of credit were a convenience, but to-day credit is a curse.

In his business at Indianapolis, Mr. Askin is not giving any credit, did not ask for any credit. He took his discounts. He reckoned on 30 days as cash, and he thought 30 days long enough. Giving credit for longer than that was passing over the bridge of safety. The longer the debt stands the colder the creditor becomes and the harder it is to collect the account. In business there are three phases of credit (1) the securing of credit, and that is an important matter; (2) the extending of credit and this must become a part of your sales policy; and (3) how am I to maintain my credit?

For myself I collect my money promptly. I have practically no losses. Last year my losses were three-tenths of one per cent. and in fact 25 per cent. of my accounts were collected before the goods were delivered into the home. These figures I can substantiate, because I have in my office the documentary evidence.

I find it necessary to collect promptly. For one reason I want my discounts, and I want to be in a posi-

tion to buy close outs when offered and take advantage of any market snaps that may be offered. Undertakers lose sales of better caskets because they have not got the better ones in stock, and the caskets are not in stock because of lack of capital.

It is a bad thing for undertakers to ask for local credit. As a class many undertakers are considered slow pay. If you look up Bradstreets you will see how undertakers are rated.

And yet the public consider the undertaker is immensely wealthy, and naturally so. He gives long terms, liberal credit, and he impresses the public he is making lots of money. His talk is something like this: "Take your time about settling the account, John." John, of course, thinks there is plenty of money on hand, and that the undertaker deals that way with everybody, and if he does that, why he must make lots of money.

Extending of Credit.

He instanced a case of a young lady earning $12 a week, who in burying a relative got credit for $125. She was to pay a small amount every week, but only one such payment was made. The undertaker who extended the credit and who was unable to collect more than $10 on the account branded the young woman as dishonest. But was she dishonest? No. It was a physical impossibility for her to pay the bill and pay her living expenses.

The "flu" epidemic of last year made business look to the money-maker that things were coming our way. Now this summer we have passed through a poor business period. We should try in our business to even up these busy and dull periods, and if we have some system in our office we can do so.

How are we going to get our money is an all pervading question with undertakers. That question should be asked when our client first enters and asks for our services. You will find that the attitude of customers is due to our own attitude. If you wish to extend credit the customer will avail himself of the privilege; if you want cash in most cases a cheque will be forthcoming.

Mr. Askin here illustrated by story several incidents in his own career. One was a young women who called regarding the burial of her husband. Her brothers who had enlisted in the A.E.F. had left her sufficient funds for the burial, as the death was expected, but the young women had been forced through circumstances to use some of this fund for living expenses, and she had $19 with which to meet a $235 account. He spoke to the woman and advised her to have a more simple funeral. No, she wanted, naturally, the best funeral for her husband; but when asked about her means there was nothing on which to fall.

Mr. Askin knew she did not want charity, so suggested a collection among the employees of the factory where her husband had been employed. She consented and Mr. Askin was also able to get her consent to a more simple funeral, collect a fund from her husband's friends, and after all expenses were met to hand over $80 to the woman who had three children also to keep. In addition the woman later on called at his office to thank him, and was later responsible for three other funeral calls from among her friends.

Charge One Person Only.

In cases where there are standing accounts in which a number of people figure, Mr. Askin charged the account against only one person. When called to arrange a family funeral he keeps out of all the family arrangements, holding just one member responsible. He tries also to keep clear of all estate accounts. "I don't know Canadian laws, but in my own State it takes about 42 days to close up an estate account."

At this junction Mr. Askin explained the various forms he uses in his business. These forms had been on exhibition since the previous day. He had two "sales approval" forms, one somewhat more stringent than the other. The first he used when dealing with "crooks," the other when selling to responsible parties.

"We have a $600 judgment Act in Indiana, and it is necessary to protect ourselves there. So when any person of whom we are suspicious calls for our services we present the first form. We have then available sufficient legal evidence to collect our account."

The other form, more simple, is a guarantee for payment. It reads "I approve of this account and guarantee payment on these conditions," which are stated.

In the case of employees we always ask the employer to stand security for his employees. Mr. Askin told a story of two young farmers who called regarding the funeral of their father. They ordered somewhat extravagantly, as they said the deceased had been a good father to them. When he investigated the case he found the farm had been mortgaged and debts had been contracted which the sale of the farm would not satisfy. He explained this to the young men, and they were surprised, and were then content to have a more modest funeral.

Look Out for Security.

There is a prevalent custom at present to buy homes. A small amount is paid down and regular payments are made until the balance of the debt is liquidated. When we have funerals from such houses our security must be looked into.

We had a case once where a man owed us $140. He had $138 with some trust company, and asked us to defer collecting until a six months period came round, when he could draw out his savings, plus the interest. He wanted that interest. Mr. Askin showed him how he could, by paying now, get a discount, which would net him a couple of dollars and give him 82 cents interest immediately. The man saw the point. That was one good example of the application of business principles.

The service forms used by Mr. Askin were prompted largely by publicity, and practical use was made of them. He had a funeral time card, a courtesy card, a cemetery plot map and a baggage check, under this head, and he illustrated by story their various uses.

Every undertaker is in business for the profit there

CANICULA EMBALMING FLUID

That velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY
366 Bathurst Street - TORONTO, CANADA

is in it. Profit is the difference between cost and selling price; but there is no profit until the account is collected. When the account is collected we have then a profit asset; while it is on the books it is a liability.

My own business is built up on the application of business principles, and any business can be built up the same way, concluded Mr. Askin.

Thanking the Speaker.

F. W. Matthews in moving a vote of thanks to the speaker said while the Casket Manufacturers' Association deserved thanks for sending Mr. Askin the speaker deserved doubly the thanks of all who heard him.

Harry Ellis seconded. He said we have learned something to-day. So far as he personally was concerned he intended from that day to put into practice the business principles enunciated by Mr. Askin.

The vote was carried unanimously.

PROFESSIONAL NOTES.

Wm. Sutton is building a new garage for his equipment at Windsor, Ont.

New quarters at Dresden, Ont., have been purchased by J. W. Harris & Co.

Steel Burial Vaults, Ltd., Toronto, have been registered. Capital, $100,000.

Alex. Hess has purchased B. H. Cochrane's undertaking business at Williamsburg, Ont.

Howard Bradley, undertaker, Manotick, Ont., has opened a branch at North Gower, Ont.

New parlors are being opened by Jay Chapin at Windsor, Ont., and W. H. Heath & Son at Wallaceburg.

T. Little & Son, furniture dealers, Galt, Ont, are adding a morgue, chaple and show room to their premises.

S. E. Hayward has sold his business at Sussex, N.B., to W. Wallace, who has also taken over his father's business.

W. S. Yule, funeral director, of Swift Current, Sask., was a caller at Furniture World office within the month. Mr. Yule has been down East twice recently, during the summer with his family spending their vacation at Thousand Islands—his old home is at Gananoque —and lately for the N.F.D.A. convention at Atlantic City.

Alan M. Williams, Bowmanville, Ont., has sold his furniture business to J. H. Cann. Mr. Williams will continue the undertaking department.

Christian Fischer, father of Fred Fischer, funeral director, Elora, Ont., and himself one of the earliest undertakers in Ontario, died at his home in Elora recently, aged 91 years.

The Thompson Furniture Co., Belleville, Ont., manufacturers and retailers of furniture, have disposed of the undertaking business which they conducted in conjunction with the above business.

Stephen Wallace, funeral director at Orangeville, Ont., died recently at his home there, aged 77. He is survived by two daughters—Mrs. J. A. Armour, Owen Sound, and Mrs. J. A. Raymond, wife of one of the officials of Dominion Manufacturers, Ltd., Toronto.

One of the great disappointments for one of our Toronto undertakers happened on Monday, September 8th, when Mr. and Mrs. C. E. Burgess, who had made arrangements to go to National Convention at Atlantic City were prevented doing so by the sudden indisposition of Mrs. Burgess. Mr. Burgess is the proprietor of the well known firm of Hopkins-Burgess.

NO, IT WASN'T BILL EDWARDS

One of the delegates to this year's convention, who shall be unnamed for the present, came with J. J. Marsh to Toronto, from an Eastern Ontario town. Before leaving, his wife gave him instruction how to behave when in Toronto. "Now, Si," she said, "when you and Mr. Marsh git to the city you must be keerful. They say city folks have reckless ways, and I've heard they sit up mighty late—sometimes till 'leven o'clock. You must take keer of your health, Si."

"Now, don't you worry about me and Mr. Marsh mother," said the gay delegate, reassuringly, "we'll go to bed with the chickens."







The three Presidents of the C. E. A. for 1919-1920—F. F. Morris, Bowmanville, President; W. A. Button, Listowel, 2nd V.-P.; T. H. McKillop, Brampton, 1st V.-P.

REGISTERED AT C.E.A. CONVENTION.

L. A. Ball, St. Marys.
A. E. Jardine, Cornwall.
W. S. Love, North Augusta.
A. C. Blakely, Tweed.
G. H. Huson, Paris.
Ronald Wray, Hamilton.
Russell C. Strasler, Queensville.
Jas. C. Glaver, Scotland.
Lloyd M. Crandall, Tillsonburg.
R. H. Hulse, 715 Dovercourt Road, Toronto.
W. Gordon Hines, 206 Hughson St., Hamilton.
Chas. H. A. Stager, Hespeler.
L. B. Rose, Newmarket.
S. C. Carle, Tillsonburg.
Lawrence D. Mott, Brantford.
Joel Aldred, 899 Bloor St. W., Toronto.
Elmer E. Heath, Wallaceburg.
C. B. James, 912 St. Catherine St. W., Montreal.
W. H. Taylor, Sutton West
H. W. Pritchett, 391 Rushton Road, Toronto.
Stanley S. Russell, Acton.
W. Leslie Reid, Hagersville.
G. F. Steele, Forest.
W. L. Ryndress, Essex.
Fred H. Robinson, Newbury.
Chas. Hoshel, Richmond Hill.
Frank Sargeant, Grand Valley.
Alex. Hannah, Tamworth.
A. J. Burns, Amherstburg.
Ida Ronan, Kingston.
W. P. Mather, Keene.
Wm. F. McLaughlin, Listowell.
Walter H. Bickley, Toronto.
L. M. Brintnell, Trenton.
Sam. C. Sinclair, Sudbury.
W. J. McLean, Tottenham.
N. L. Brandon, St. Marys.
M. B. Malcolm, Pembroke.
Fred W. Matthews, Toronto.
Greenwood & Vivian, Stratford.
John A. Robinson, Newbury.
M. P. Keyes, Kingston.
T. H. McKillop, Brampton.
Chas. W. Marsh, Morrisburg.
I. G. Paul, Brockville.
Wm. N. Knetchel, Toronto.
Charles Dunham, Aurora.
Ed. Strasler, Queensville.
Jas. McFarguhan, Toronto.
W. G. Burrows, Chatham.
Ed. Class, Kitchener.
Wm. Ruble, Dresden.
A. F. Stager, Hespeler.
P. M. Howard, Hastings.
F. F. Morris, Bowmanville.
G. McEvoy, Ottawa.
Wm. Edwards, Gananoque.
C. D. Trott, Collingwood.
N. B. Cobbledick, Toronto.
Joseph Bennett, Toronto.
Charles R. Bolton, Toronto.
R. Lloyd Peacock, Toronto.
Fred Skinner, Schomberg.
Joseph Hilliar, Burks Falls.
W. J. Mahon, Sault Ste. Marie.
P. C. Lloyd, Barrie.
C. M. G. Smith, Barrie.
R. Maddocks, Toronto.
C. Burgess, Toronto.
W. A. Wright, Richmond Hill.
Chas. A. Butler, Ct. Catharines.
J. J. Marsh, Smiths Falls.
Wm. T. Sutton, Windsor.
H. J. Benglet, Tilbury.
A. P. McCabe, Toronto.
J. A. Oates, Detroit.
J. C. Bannister, St. George.
F. J. Martyn, North Bay.
I. C. Martyn, North Bay.
R. J. Ritchie, North Bay.
Geo. C. Byng, Bobcaygeon.
Wm. H. Lyle, Toronto.
R. Moffat, Toronto.
Harry Ellis, Toronto.
Chris Dresinger, Elmira.
Geo. Dresinger, Hanover.
Roy Hoesa, Hanover.
A. A. Jackson, Sudbury.
Norman A. Craig, Toronto.
C. R. Turner, Milton.
Fred Scott, Woodbridge.
Jas. A. Cain, Lindsay.
John F. Schuett, Mildmay
Leonard Schuett, Mildmay.
Thos. Porter, Toronto.
J. Roger, Atwood.
W. H. Hutchinson, Toronto.
G. L. Watson, Walters Falls.
J. M. Logan, Parry Sound.
Alex. Logan, Parry Sound.
W. S. Fenwick, Enterprise.
A. T. MacDonald, Stayner.
W. M. Letcher, Port Perry.
J. Pane, Feversham.
J. Long, Feversham
J. Runge, Clifford.
Chas. J. Puffer, Norwood.
Fred W. Keeler, Ingersoll.
A. J. H. Eckhardt, Toronto.
Dr. G. W. Ferguson, Toronto.
Ed. Henry, Thamesville.
W. A. Britton, Listowel.
N. J. Boyd, Mitchell.
John M. Hood, Creemore.
W. J. Morrison Kincardine
C. Haskett, Lucan.
A. W. Barlett, Toronto.
Geo. J. Chapman, Toronto.
D. M. Steadman, Petrolia.
Fred Wray, Montreal.
Lorne R. Barlett, Weston
W. A. Hunt, Belmont.
C. J. Heaslip, Hagersville.
T. Henderson, Drayton.
R. U. Stone, Toronto.
E. C. Spragge, Toronto.
D. Munro, Shedden.
G. J. Lawrie, Maple.
W. J. Stoddard, Woodville.
F. A. Windover, Frankford.
John Lampman, Wellandport.
W. E. Baycroft
John McLaren, Hamilton.
O. T. Ball, Ayr.
A. L. Oatman, Tillsonburg.
John P. McCammon, Paris.
P. R. Williams, St. Thomas.
Colin McMillan, Dromore.
E. C. Williams, St. Thomas.
J. T. Ferguson, Leamington.
J. E. Cullen Carleton Place.
W. H. Matthews, Carleton Place.
M. Morse, Niagara Falls.
J. A. Donaldson, Caledon East.
Wm. B. Egan, Bolton.
J. W. Pattison, Port Elgin.
Roger Wilson, Chatsworth.
A. Nevin, Guelph.
Wm. Speek, West Toronto.
J. A. Russwell, Niagara Falls.
C. Seldan, Whitby.
A. R. Climenhage, Stevensville.
Norley S. Beeford, Woodstock.
F. G. Wilcox, Waterford.
W. H. Love, Ethel.
H. W. Love, Ethel.
C. A. Poth, New Dundee.
G. W. C. Graham, Toronto.
Wm. Findlayson, Paris.
Jos. Senn, Hagersville.
Sam. Cotterell, Hamilton.
Geo. Hetherington, Langton.
Ernest E. Bolton, Toronto.
Fred Fischer, Elora.
H. B. Beckett, Brantford.
W. L. Brown, Dundas.
W. G. Watson, Prideville.
W. D. Minnikin, Barrie.
Alex. Lang, Kirby.
A. R. Coltart, Chatham.
Charles H. Hulse, Toronto.
J. MacPherson, Delhi.
W. J. Savage, Listowel.
Robt. McMane, Milverton.
J. L. Tickell, Belleville.
P. Fitzpatrick, 102 Waterloo, St., St. John N.B.
Mrs. P. J. Fitzpatrick, 102 Waterloo St., St. John, N.B.
John A. Krug, Tavistock.
W. J. Mallier, Stouffville.
Thos. J. Kearney, Vancouver, B.C.
R. Rudd, Arnprior.
Chris Vanwinglestinhousenblozer, Kitchener.
C. W. Buck, Evel Casket Co., Ltd., Hamilton.
J. A. McLaughlin, Globe Gasket Co., Toronto.
Chas. Schultzternhuenusondorphen, Tavistock.
Herbert Schreiter, Kitchener.
Adele Schreiter, Kitchener.
Verda Kitchen, Kitchener
N. A. Johnson, Seelys Bay.
W. Comstock, Peterboro.
Jas. Reid, Kingston.

RESULT OF EXAMINATION HELD IN TORONTO, SEPT. 5, 1919.

HONORS:—H. R. Wansbrough, Toronto; Wm. G. Hines, Hamilton; Stanley S. Russell, Acton; Gerald F. Steele, Forest; James C. Glaves, Scotland; E. E. Heath, Wallaceburg; Laurence D. Mott, Brantford; Percival M. Hulse, Toronto; A. J. Burns, Amherstburg.

PASS:—Lloyd M. Crandall, Tillsonburg; Isaac P. Paul, Brockville; L. B. Rose, Newmarket; Ronald R. Wray, Hamilton; L. M. Brintnell, Trenton; Russell C. Strasler, Queensville; G. H. Cunningham, Grand Valley; James S. Mackey, Lindsay; Luther A. Ball, St. Marys; Ray Clement, Alymer West; George J. Chapman, Toronto; G. A. Washington, Toronto; Joel Aldred, Toronto; George F. Huson, Paris; W. Leslie Reid, Hagersville; T. C. Powell, Windsor; J. A. Oates, Windsor; W. J. Savage, Listowel; Samuel Leclair, Sudbury.

ONE
Fact
About
CARANAC
EMBALMING
FLUID
"There is None Better"
IF YOU USE IT—YOU KNOW
Caranac Laboratory
Peterborough - Ontario - Canada

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By HOWARD S. ECKELS, Ph. G.

ARTICLE XII.

THE chemical action of all embalming fluids on the muscular structure always is constrictive, hence we get more or less firmness or hardening—and this is a definite indication that distribution or capillary circulation is accomplished, and your sense of touch will inform you of the amount of fluid in that part of the body.

We have good signs to indicate to us when we are getting distribution of fluid. When the embalmer fails



CECIL E ZINK
The energetic Secretary of the Nova Scotia Funeral Directors' Association.

to get any one of them he must know that his fluid is not being distributed, and he must change his tactics.

The drainage of the blood is absolutely necessary for two important reasons: To remove discoloration and to prevent it.

The pigmentary color of the skin is straw or light yellow; the blood is the element in life that gives the skin its pink tint, and it is the element in the dead body that gives it a variety of colors. Hence its removal is imperative and this is best accomplished through the medium of the axillary vein process, which enables the operator to drain at least 75 per cent. of it, and the remaining 25 per cent. does no harm if left in the body. In draining that quantity, you remove practically all from the surface tissue, the balance remaining in the dependent parts.

The embalmer, like the physician, should be able to diagnose his case before attempting to embalm it, because, how can a body be best treated without knowing the cause of death; that is why the professional man, to prove his title, must study anatomy and pathology, in order to know the location of the seat of disease, its cause and the amount of damage it has done. The lack of this knowledge may defeat the entire process of successfully and properly preserving a body; however, if the doctor has failed as a diagnostician and you follow the bearings he has left, you are liable to have a partial failure.

The practice of examining a body twenty-four hours after it has been embalmed is the best possible method; in the majority of cases anything that has been overlooked, either by improper attention, poor circulation or accident, nearly always can be corrected.

Some embalmers consider it bad practice to go to the home during the interim of death and burial; I think this is wrong, because the embalmer occupies the position vacated by the physician and is professionally responsible for its condition; therefore go as often as the circumstances demands and you will be rewarded by having the body in perfect condition the day of the funeral. This must redound to your credit, and is the only way that you can advertise your profession and skill.

It is the perfect result that we must strive for, and this can only be accomplished by the closest attention to our work. There are sometimes circumstances that prevent this, especially in bodies dead some time, where the blood has undergone a partial fermentative change; it is impossible to get a good color, and in the morbid body this should be a pale straw, waxy condition.

Pink life-like color is an impossibility when the blood has been removed and the body well embalmed, because the presence of blood in the tissue shows the absence of embalming fluid.

Why, then, should we use an embalming fluid whose every action is as distinctly opposed to the action of the blood in life as it is possible for the chemist to compound?

There is nothing astringent, nothing muscle-tightening, nothing corrosive in the blood itself. Why, then, if we are to use the channels which Nature provides for the circulation of the blood, do we attempt to secure

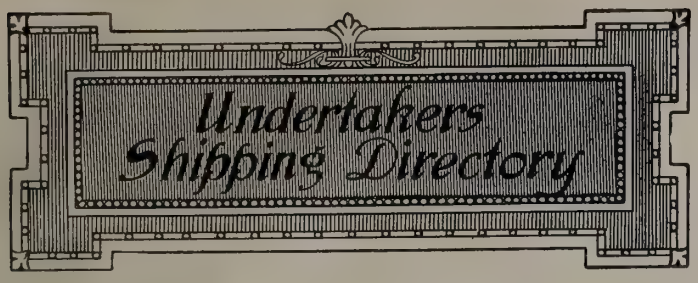


Returning from the Atlantic City Convention. N. B. Cobbledick, Toronto; W. S. Yule, Swift Current, and C. N. Greenwood, Stratford, took a view of the bright lights of New York from the roof of the Pennsylvania Hotel.

circulation and penetration with embalming fluids filled with ingredients which are all that the blood is not?

Any raw formaldehyde fluid—it matters not who the maker may be, nor what the name on the label—inevitably will lighten up the muscles, effect the coating of the arteries and close up the capillaries before penetration can be secured.

I do not for one instant mean to say that bodies cannot be preserved with raw formaldehyde fluid. It can be done, has been done, and doubtless, in the less progressive establishments for a long time, will continue to be done.



ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Dorchester, Ont—
Logan, R. A. 'Phone 2107

Dungannon —
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph

Hamilton—
Blachford & Sons.
57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan.
Successor to
H. A. Bingham.
Phone 543.
D. Clark, Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Geo. J. Chapman,
742 Broadview Ave.
Phone G. 3885.
Ambulance service.
Cobbledick, N. B.
1508 Danforth Ave., and
2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
J. A. Humphrey & Son,
463 Church St.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co., Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

MY REPUTATION is under the Cork of Every Bottle of RE-CONCENTRATED DIOXIN

If I can get you to Realize Three Thoughts in this Connection I shall be Satisfied.

THE FIRST THOUGHT

Is that I stake the reputation which I have been struggling to obtain during the past twenty-six years on the perfection and satisfaction-giving qualities of my latest product. RE-Concentrated Dioxin, the Peroxide of Hydrogen Fluid.

THE SECOND THOUGHT

Is that I, being one of the inventors and the patentee of the Eckels-Genung Axiliary Method, used by more than 12,000 embalmers in the United States and Canada, would not do this did I not know it to be the best and most modern fluid made.

THE THIRD THOUGHT

Is that I would not dare to offer to Pay Freight Both Ways and to make no charge for fluid used in tests if I was not sure that Dioxin would give satisfaction far beyond that possible with any other fluid known to science.

These are Broad Statements, but they are borne out by the experience of thousands of high-class embalmers who have compared the Cosmetic Effects and Preserving Properties of DIOXIN—the Peroxide Fluid—with those of other fluids.

One sixteen-ounce bottle RE-Concentrated Dioxin will make a gallon of Peroxide of Hydrogen Embalming Fluid of standard strength for arterial embalming, or it will make one-half gallon of extra strength Formaldehyde Fluid for bad cases or for cavity work

The quantity of water you add determines whether it shall be a Formaldehyde Fluid or whether Peroxide of Hydrogen shall predominate.

RE-Concentrated Dioxin, therefore, aside from being the only "pint-to-the-gallon" fluid ever manufactured and the most economical fluid ever placed on the market by a responsible chemist, is really two fluids in one.

DOUBLE DISINFECTING BASE.

This is because RE-Concentrated Dioxin has a double disinfecting base. One of these bases of Formochloral, a purified form of Formaldehyde in which the Formaldehyde is robbed of its gratest disadvantages while retaining all of its virtues. The other base is a substance which combines with the water you add in the right proportion which makes it a Peroxide of Hydrogen Fluid.

Peroxide of Hydrogen is composed of two parts of Hydrogen and two parts of Oxygen. Its chemical symbol is H2 O2. Water is two parts of Hydrogen and one part of Oxygen. Its symbol is H2O. The chemicals in RE-Concentrated Dioxin combine with the water you add and supply to the water the extra atom of Oxygen needed to transform it all into the kind of Peroxide of Hydrogen which makes the Best Embalming Fluid ever discovered.

RE-Concentrated Dioxin, containing as it does and in an extremely concentrated form enough disinfecting and preserving chemicals to make one gallon of fluid, is the strongest and most powerful fluid in the world to-day, yet it combines with its Titanic strength the marvellous softness and delicacy which it is so desirable to use on delicate complexions or those in which the very highest degree of cosmetic effect is desired. It is two fluids in one bottle. This leaves you in a position to make the choice at the moment of embalming.

There are times when you want a strong fluid. In RE-Concentrated Dioxin you have it.

There are times when you desire a soft, mild and delicate fluid. In RE-Concentrated Dioxin you have it.

By its use a large proportion of blood can be withdrawn and especially in dropsy and jaundice cases its effects are magical. Dioxin is good in all cases, but it is marvellous on the very class of bodies where other fluids are weakest.

SEND FOR A TRIAL SHIPMENT.

Order a shipment of RE-Concentrated Dioxin—TO-DAY—and use it on your next important case.

H. S. ECKELS & COMPANY, 221 Fern Avenue, Toronto, Ontario, Canada

Index to Advertisers

B

Beamister, H. A. 13

C

Canada Furniture Mfrs. 11
Canadian Feather and Mattress Co. . 13
Canicula Company, Limited 55
Caranac Laboratory 57
Champion Chemical Co. .....i.b.c.
Chatfield, C. B. 44

D

Daly & Morin.... 18
Dominion Manufacturers 51-52
Dupont Fabrikoid Co. 16

E

Febles, H. S. & Co. 59
Egyptian Chemical Co. 60
Evel Casket Co. 49

G

Goudron Mfg. Co. .....i.f.c.
Globe-Wernicke Co., Ltd. 6-7

H

Hartshorn, G. H. 15
Hourd & Co. 12

I

Imperial Rattan Co. 8

K

Kindel Bed Co. 3
Knetchel Furniture Co. 17

L

Life Long Furniture Co. 44
Lloyd Mfg. Co. 19

M

Marshall Sanitary Bedding Co. ....i.f.c.
Maxwell Mfg. Co. 46
Matthews Bros. 12
McLagan Furniture Co., Geo. 4-5
Meaford Mfg. Co. 10

N

National Table Co., Ltd. 13
N. A. Furniture Co. 13
North American Bent Chair Co. ... 14

O

Ontario Spring Bed & Mattress Co. 14
Owen Sound Chair Co. 13

P

Phonola Co., The 45

Q

Quality Mattress Co. 22

R

Robertson & Co., P. L. 44

S

Shafer & Co., D. L. 12
Sidway Mercantile Co. 21
Steele & Co., Jas. 13
Stratford Chair Co. 9
Stratford Mfg. Co. 8

V

Victory War Loan .....o.b.c.

W

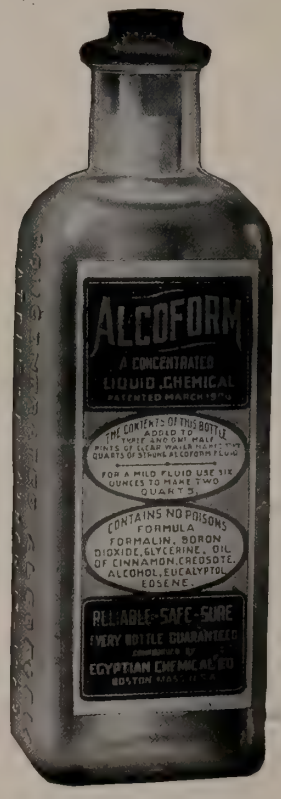
Walter & Co., B. 12

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Larger Bottles filled up with water

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Egyptian Chemical Co. Boston, U.S.A

For Sale Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

FOR SALE—Cadillac Hearse, in excellent condition, for quick sale. Apply to Mr. Nash, undertaker, 1153 St. Clair Avenue, Toronto. Photo on application. S

WANTED—Position in a small city or good sized town, by a married man, as furniture salesman, undertaking and general work around furniture store. At present engaged as furniture salesman in a large city. Member of the Canadian Embalmers' Association. Good reason for making a change. apply Box 17, Canadian Furniture World, Toronto.

TRAVELERS WANTED—We require a good live wire in every Province in Canada, to sell the products of the Canicula Chemical Company.. Liberal commissions. Travelers representing casket houses preferred. Apply by wire, letter or in person to 366 Bathurst Street, Toronto. J

UNDERTAKING BUSINESS WANTED.

SOMEWHERE IN CANADA there is a successful undertaker who has reached the point where he desires to retire or to sell a half interest in his business. Let's correspond. Have had eight years experience with high-class undertaking establishments and will buy a good business outright or purchase half interest. Address replies to Box 91, Canadian Furniture World, 32 Colborne Street, Toronto.

WANTED—Automobile Hearse; must be first-class condition; not necessarily high priced when new. Photos and lowest cash price. Apply Box — Canadian Furniture World, Toronto.

The practice of examining a body twenty-four hours [illegible] to be done.



Water from your Faucet and Champion

Make the highest quality and most economical embalming fluid.

CHAMPION IS UNEQUALED as a preservative in the most extreme cases, and produces that much desired life-like appearance that means prestige for the Undertaker.

CHAMPION WILL PROTECT your reputation and save needless worry.

ORDER A CASE TO-DAY—

Champion Chemical Co.,

Dr. G. W. FERGUSON, Canadian Manager,
52 Leuty Ave., Kew Beach, Toronto.
Canadian Manufacturing Plant, WINDSOR

41 Years in Business-Means-Satisfied Embalmers

Buy and Induce Others To Buy

The merchants of Canada would be the first to feel any slackening in the buying power of the people.

You have a lot at stake.

Until the **Victory Loan 1919** is over—and a success —strain every effort to help.

Support the **Victory Loan 1919** with all the energy you give to your own business.

Your customers are your friends.

Don't lose a single opportunity to impress them with the importance of putting the **Victory Loan 1919** across. This is a case where national prosperity and your own personal interests are one.

And you can't successfully induce others to buy **Victory Bonds** unless you yourself own a big block.

Canada has a big stock of **Victory Bonds** on hand. And they *must* be sold!

Issued by Canada's Victory Loan Committee,
in co-operation with the Minister of Finance
of the Dominion of Canada.

Canadian
Furniture World
and
The Undertaker



NOVEMBER, 1919

Published by
The Commercial Press, Limited, 32 Colborne St., Toronto, Canada

The Gendron Manufacturing Co., Ltd.



ENGLISH PRAM CARS

The accompanying cut shows one of our new designs, closed front with reclining back and very roomy.

SEE OUR LINE

before buying, we have everything in children's vehicles.

TRAVELLERS NOW ON THE ROAD

THE GENDRON MFG. CO., LIMITED, TORONTO, CAN.

TRADE MARSHALL SPRING MARK PATENTED

Announcement to the trade—

The Marshall plant is being enlarged, and while we regret that orders have not been filled as quickly as we would have liked, we assure the trade that we have their interests at heart and that in the very near future orders will be filled as quickly as received. In the meantime we are shipping orders in rotation, so place yours now and insure early delivery.

The Marshall Ventilated Mattress Company, Limited

CHICAGO, ILL. TORONTO LONDON, ENG.

STRATFORD FURNITURE

BUY VICTORY BONDS!!



YOUR investment in VICTORY BONDS will be a link in the chain of re-construction. By helping Canada you are "Insuring your Job." Buy and induce others to buy.

IMPERIAL RATTAN CO., Limited, STRATFORD, Ont.

CHILDREN'S FURNITURE

SET No. 58



Children's Furniture is one of the best selling lines for the furniture dealer at Christmas time. The suite illustrated, No. 58, is one of our best sellers. It is constructed along sturdy lines and will stand up under rough usage. A particularly good toy for the little ones. We can make immediate shipments.

The STRATFORD MANUFACTURING CO., Limited

STRATFORD -:- ONTARIO

STRATFORD FURNITURE



2388—Quartered Oak.



2708—Quartered Oak and Mahogany.



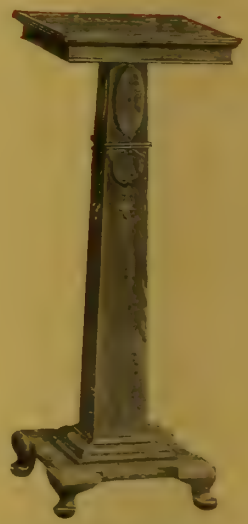
9201—Mahogany and Walnut.



2713—Oak, Mahogany and Walnut.

Furniture

McLAGAN Furniture has stood the test of the discerning buyer and is proving more popular than ever among those who demand the best in both construction and finish. Our wide range enables the dealer to meet all classes of trade with a line of furniture that will be a booster for his business as well as value for his customer.



6705—Oak, Mahogany and Walnut.



2415A—Mahogany.

Buy VICTORY BONDS

The GEORGE McLAGAN

STRATFORD

STRATFORD FURNITURE



9205—Oak and Walnut.



2628—Walnut.



2734—Oak and Walnut.

Reputation



6400—Walnut



6750—Mahogany.

And these boosters for quality furniture have created for us a reputation that is a valuable asset to the dealer, and very necessary as the final punch in putting over the sale. You need quality and reputation to hold your business and to get more. McLagan furniture will meet these demands, and is meeting them day in and day out. Anticipate your requirements as far in advance as possible so as to avoid disappointments.



2721A—Mahogany.

and Ensure Prosperity !

FURNITURE CO., Limited

ONTARIO

STRATFORD FURNITURE



Globe-Wernicke

"A Practical Christmas Gift that will be appreciated by the discriminating buyer"

"Globe-Wernicke Sectional Bookcases are so inexpensive that there is no one that can read but can afford them."

"Our National Advertising has a wide circulation in your locality."



The artistic beauty of the Globe-Wernicke designs—the variety of patterns, woods and finishes—make this piece of furniture as important and essential as any other article of home furnishing. It gives the touch of color and promise of romance which convert a house into a home.

At Christmas time furniture dealers will find that Globe-Wernicke Bookcases arranged in their windows and interior displays will attract the attention of nearly every customer—because a Globe-Wernicke Bookcase is a practical as well as an attractive gift.

Make sure your stock of Globe-Wernicke Bookcases is large enough to take care of the increasing demand at Christmas time.

"This is the Globe-Wernicke Period."



No. 0192

The Globe-Wernicke Co. Ltd. MAKERS OF SECTIONAL BOOK

STRATFORD FURNITURE

Globe-Wernicke

"Sales are made easy because of our Strenuous Consumer Advertising Campaign"



Globe-Wernicke advertising is YOUR advertising—it stands for you—works for you—sells for you. You have profited by its influence on your business—likely had customers visit your store with a Globe-Wernicke advertisement in their hands.

Our advertising and your local advertising will be most effective when linked together. And it is so easy to link them together—you have merely to use your windows and our window cards—a small advertisement in your local newspaper, announcing that you are the local headquarters for the Globe-Wernicke Bookcase will do the rest.

The Globe-Wernicke agency means a constant stream of new customers to the store of the wide-awake furniture d aler.

"Make this a Globe-Wernicke Christmas"

"You can work a Globe-Wernicke Bookcase into nearly every one of your window displays."

"We are the originators of the sectional idea as applied to Bookcases and Filing cabinets."



No. 11517



No. 11512

CASES AND FILING CABINETS EXCLUSIVELY STRATFORD, ONTARIO

STRATFORD FURNITURE



No. 270B

Superiority

THERE is busine s aplenty for the furniture store that meets the average man's needs —the mills are busy, just as the farmers have been—and where there is prosperity there is an opportunity to sell good furniture.

Every sale of "Stratford Chair" Bedroom Furniture represents a permanent investment of good will in YOUR community—and insurance of future sales.

"Stratford Chair" Bedroom and Diningroom Furniture is widely known throughout the trade.

Buy Victory Bonds

The Stratford Chair

Stratford



No. 271B—Dresser.
Top 20x44 in.. D.B. Mirror, 20x36 in.



No. 273B—Dressing Table.
Top 18x36 in.. D.B. Mirror, 14x22 in. and Two D.B. Mirrors 8x18 in.



No. 907-9—Dressing Chair.
Cane Seat.

STRATFORD FURNITURE

in Furniture

Its character, design, and fine finish, coupled with moderate price, appeal very much to the buyer.

The attractive suite shown herewith, made in Figured Gumwood —Natural, Walnut, or Mahogany finish, dull or polished—has proven a quick seller throughout the trade. If you are not showing this suite on your floor, we recommend that you send in your order TO-DAY !



No. 275—Bed.
Size 4ft. 6in. slat.

Company, Limited

Ontario

Buy Victory Bonds



No. 907-1—Chair.
Cane Seat.



No. 907-3—Rocker.
Cane Seat.



No. 272B—Chiffonier
Top 18x32 in.. D.B. Mirror 16x20 in.





FOR LIVING ROOMS OF CHARACTER

There is a charm about tastefully-upholstered furniture that instantly appeals to the discriminating buyer.

Woeller Bolduc, Upholstered Living Room Furniture is graceful in design and artistically correct in pattern and workmanship. Prices are extremely reasonable when compared with the quality predominating.

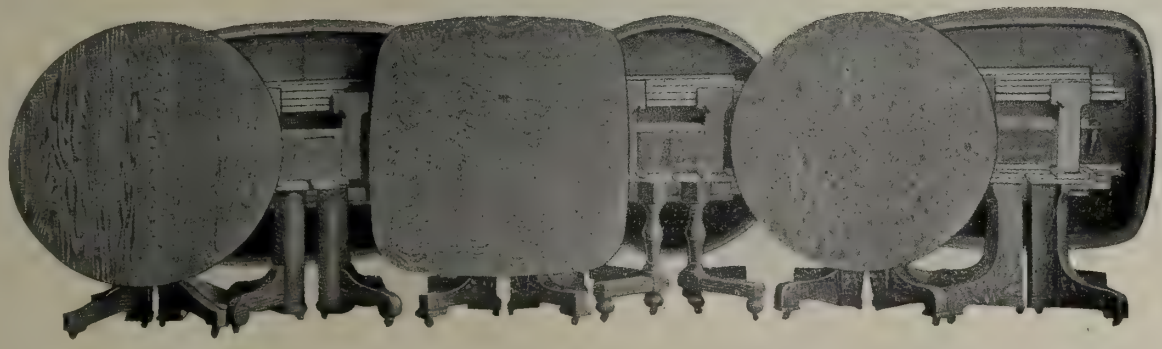
We invite your inspection of our complete line of luxurious Chesterfields and Arm Chairs to match.

WOELLER, BOLDUC & COMPANY

WATERLOO
ONTARIO



Feature "TWINS" As Gifts For CHRISTMAS





Families are clubbing together this year to buy a real Christmas gift for Mother—making an ideal opportunity for furniture dealers to push the sale of "TILT-TOP" TWINS extension tables.

Use one window display card and place a "TWIN" in at least one of your Christmas window displays.

If you are not a "TWIN" dealer, write us to-day and ask for illustrations of our newest designs. "TWINS" will help to make your Christmas Trade a bumper one.

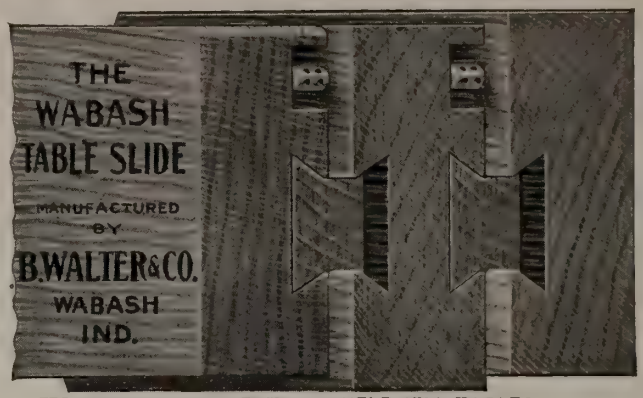
CHESLEY FURNITURE CO., LIMITED

CHESLEY - ONTARIO

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

ARE YOU LOOKING
FOR MIRRORS TO RE-SILVER
EXTRA PROFIT FOR 1919

SEND TO US TO RE-SILVER AND GET HIGH QUALITY WORK

MATTHEWS BROS., LIMITED
THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA

Something Different for the Xmas Gift

A SHAFER CEDAR CHEST

A great many of your customers would undoubtedly appreciate such a suggestion. Shafer Cedar Chests give genuine service, are handsome in appearance, and are priced low enough to attract the majority of people. Send us a trial order for the holiday trade.

WRITE FOR CATALOGUE

D. L. SHAFER & COMPANY, ST. THOMAS, ONTARIO



Our special gross lot offer will interest you. Write NOW.

Give Yourself a Christmas Present
this year.

You can bring in a substantial EXTRA profit around Christmas time by carrying the "Peerless" Folding Table—a real Christmas present for yourself.

There's a steady demand for the "Peerless" because it forms such a useful and attractive Christmas gift.

THE
PEERLESS
FOLDING TABLE
folds compactly out of the way, takes up but little space in your store, and is a steady profit-maker.

Write us to-day for particulars.

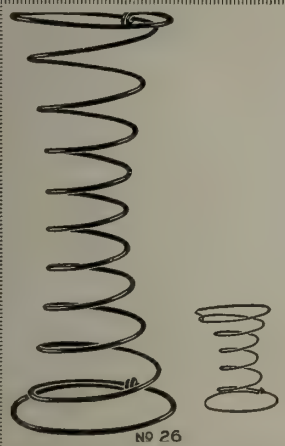
Hourd & Co., Limited *Sole Licensees and Manufacturers* DEPT. W LONDON

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



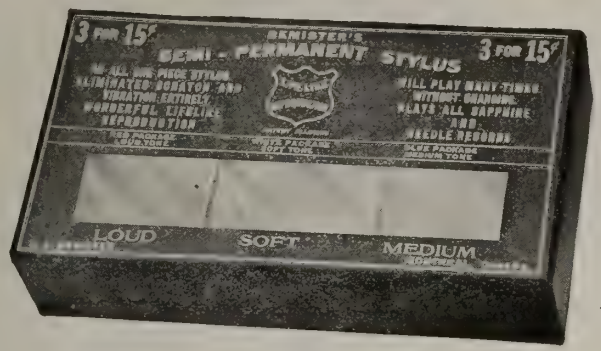
Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.
Get the habit ; buy Canadian springs

James Steele, Limited
Guelph, Canada

It plays *ALL* records on *ALL* phonographs—Right !



My Stylus is now being sold by a majority of the principal Musical Merchandise Dealers from Halifax to Vancouver.

100 Packages retail for $15.00
They cost you - 9.00
Your profit is - 6.00

The permanent display carton in red and gold is given free with your first order.

Good Profit, Good Repeat, Guaranteed Sale

Order a carton to-day

H. A. BEMISTER

10 Victoria Street Montreal, Que.



Sell Your Customers Quality and They're SURE to Come Back

We have the come back, and it sure is a puller. This Imperial Kapok, given half a chance, will be head and shoulders above anything you have on your floor— a leader that is filled with comfort, quality and the real 100% pure prime Japara Kapok—it can't be beat for finish, quality, and appearance; the workmanship is the best, and only a high grade of ticking used.

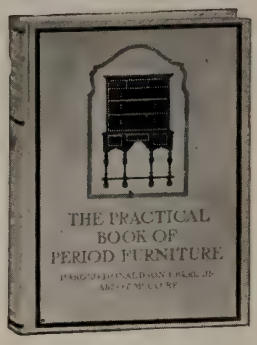
Drop us a few words and let's get acquainted. The benefit will be mutual.

The lighter Kapok Mattress indicates the best quality material used. Full 5½ inch border, imperial edge, should not weigh over 30 lbs. gross, including case.

The Canadian Feather & Mattress Co.
LIMITED

TORONTO OTTAWA

ALL DEALERS WHO WISH TO KNOW ALL THEY CAN ABOUT PERIOD FURNITURE, ORIENTAL RUGS AND AMERICAN ARTS AND CRAFTS SHOULD SECURE THESE SPLENDID VOLUMES.



The Practical Book of PERIOD FURNITURE

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

With 250 illustrations. A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo, handsome decorated cloth, in a box, $6.10. Postage paid.

The Practical Book of ORIENTAL RUGS

By G. GRIFFIN LEWIS.

New Edition, Revised and Enlarged. With 20 illustrations in full color. 93 illustrations in doubletone. 70 designs in line. Folding chart of rug characteristics and a map of the Orient. Octavo, handsomely bound, in a box, $6.10. Postage paid.

The Practical Book of EARLY AMERICAN ARTS AND CRAFTS

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

American glass, Mexican majolica and glass, American ironwork, copper, brass, lead and tin, needlework, silverplate and goldsmithing, pewter, pottery, decorative painting on household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. 232 illustrations. Octavo, handsome cloth, in a box. $6 10. Postage paid.

CANADIAN FURNITURE WORLD and THE UNDERTAKER

32 Colborne St., TORONTO, Ont.

THE "MEAFORD" LINE



5030B





5030B



5030A

THE MEAFORD MANUFACTURING COMPANY, LIMITED

MEAFORD - ONTARIO

The Meaford Line Comprises

DININGROOM SUITES WARDROBES SEATS and MIRRORS BOOKCASES LIBRARY TABLE
MEDICINE CABINETS HALL RACKS JARDINIERE STANDS DESKS CENTRE TABLES

15 STROLLER CREATIONS 15

15 NEW LLOYD RIGS NEW 15

SNAPPIEST AND CLASSIEST—SO **DON'T BUY** UNTIL YOU SEE LLOYD SALESMEN

IMMEDIATE DELIVERY GUARANTEED

THE
LLOYD MFG.
CO.
MENOMINEE
MICHIGAN



LLOYD LOOM WOVEN BABY CARRIAGES

LLOYD LOOM WEAVES

30 TIMES FASTER 30 TIMES BETTER

WORLDS ONLY LOOM WOVEN LINE ALL OTHERS HAND WOVEN



No. 2027 Combination

THE uniform high quality of KNECHTEL FURNITURE, the handsome designs, the grace, the elegance, the practical durability, coupled with the perfect workmanship on every piece, makes the product one of real distinction.

Substitutes of lines not equal to the standard your trade demands may be available, but their use entails a loss of prestige to your business.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

Prepare for a big Santa Claus Trade



SANTA Claus will be abroad in the land for the next two months. Santa Claus will be a "big buyer" this Christmas, and he's a profitable customer to cater to. He—and his wife—will be looking anxiously for

Express Wagons,
Toy Wheelbarrows,
Velocipedes for boys of different sizes,
Tricycles for "good little girls."
Rowing Cars,
Boys' Autos.

Of these goods the Sidway line offers you the largest stock in Canada—Attractive in design—sturdy in workmanship—and in every particular up to the established Sidway standard.

This is going to be a "big Christmas" for the Canadian boys and girls. Indications point to a tremendous Christmas demand. A full line of Sidway products puts you in a position to secure a profitable share of it.

Place your orders now. Secure prompt delivery. Your mail orders or enquiries will receive prompt attention.

SIDWAY MERCANTILE CO.

Dufferin Street - Toronto

GOLD MEDAL LINE

The Instrument of Distinction

GOLD MEDAL



PHONO-GRAPHS

MODEL "D"

A limited quantity in all designs is still available for prompt shipment. Send your order at once to insure delivery for Christmas trade.

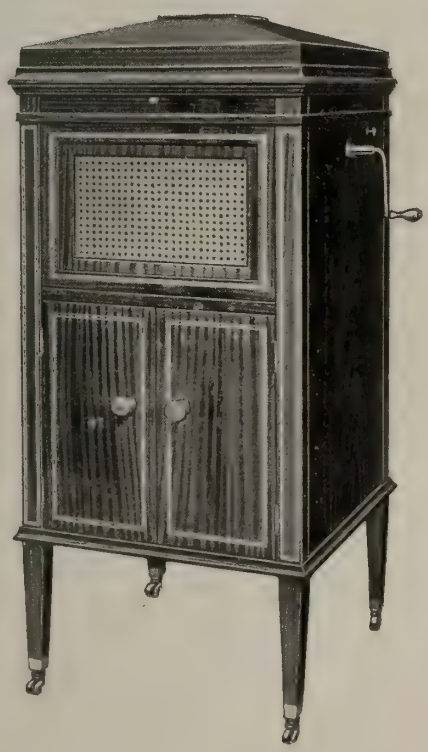
Absolute satisfaction guaranteed in every machine.



MODEL "B"



MODEL "H"



MODEL "A3"

The Gold Medal Furniture Mfg. Co., Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE

The HARTSHORN LINE

STROLLERS SULKIES PULLMANS



668-R PULLMAN

OUR SALESMAN WILL CALL

Our specialty this year is Strollers. Spruce up your stock with something different. We use only genuine reed. A large assortment, no limit to design. A large stock always on hand.

C. H. HARTSHORN KITCHENER ONTARIO

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian FURNITURE WORLD AND THE UNDERTAKER

JAMES O'HAGAN
WM. J. BRYANS
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 9. TORONTO, NOVEMBER, 1919. No. 11.

THE FIRST CALL FOR CHRISTMAS

None too soon to prepare for holiday season—Suggestions for early interior and window display

ALREADY the Christmas call is in the air, and most of the big department stores all over this American continent are beginning to play up Santa Claus and his gifts. Wouldn't it be well, then, for the retail furniture dealer in all sections of Canada to plan his holiday sales schemes now?

One of his first moves should be his publicity and the dominant note in all his advertising should be in exploitation of holiday gifts and early buying. Dealers should formulate their announcement to teach the gospel of early shopping, to lessen the nervous and physical strain to the dealers in Christmas commodities and their overworked employees. By the exercise of a little forethought on the part of the public the rush and confusion heretofore concentrated into the week before Christmas could be avoided, and the time is now opportune to put into practical effect the avoidance of the mad rush by deliberately planning.

There are two sound arguments for early Christmas shopping: First, the selfish argument that the early buyer has a wider variety to select from, more time to make his choice, and better service; second, the appeal in behalf of the salespeople. We all realize that every one of us who does take the trouble to buy his Christmas gifts early by just so much relieves the terrible eleventh-hour Christmas rush under which the selling force often break and wilt. Most of us realize, too, that by failing to make this effort we are violating one of the tenets of the Christmas season by being selfishly inconsiderate of others.

But the number of early Christmas-shopping converts is going to increase. The gospel of early Christmas buying is being preached through the advertising columns of the daily press. This new note in holiday advertising is inspired not so much for the purpose of profit, as by the new humanity in business—by the merchant's wish to make the last few days just a bit easier for his weary workers.

Approve or not, the practice of Christmas giving, the fact remains that it is a custom so firmly established that many furniture stocks look to it as the source of the year's profits. This can not be changed in a mo-



Sample advertising in local press as exemplified by Eastern and Western Canadian dealers

ment without a disturbance of economic conditions. Christmas buying is an established custom. Business relies upon it. Merchants long ago made their purchase of goods for what is known in the business world as "the Christmas trade." Money is invested in such goods many of which have only an immediate seasonable value, and on their sale depends to a measurable extent the prosperity of thousands of dealers. To reduce receipts from this source would mean little less than disaster for many shops, while others, financially stronger, would feel the pinch seriously.



Aisles laid out with Christmas goods on either side will allow of customers inspecting articles and suggest sales.

In the first place, the question of space must be considered, for a store which will attract a crowd of holiday customers must have room for that crowd without making it a crowd. Therefore, it will be well to have aisles as broad as possible and to concentrate in as small a space as possible the novelties and small goods, of course not crowding them to the inconvenience of customers. Broad aisles where people can pass each other easily without tripping over the heels of the salesmen will be far preferable to narrow aisles and stuffy corners.

This point settled, the dressing of the store is next in importance. Be sure and give a Christmas appearance. The more approved plans are to decorate tastefully with evergreen, holly and potted plants. Of late years the use of tissue paper in imitation of evergreen garlands has become popular. This material is now made fireproof, a distinct advantage in point of both economy and safety. However, it would seem all the more appropriate to use real evergreen and real holly for this purpose, although manufacturers are now placing on the market such close imitations of them that the frugal storekeeper can save money by purchasing these artificial Christmas greens and storing them for use another year, after they have served his purpose this season.

Interior Displays.

The most attractive ways in which these materials can be used are in the form of festoons or arches. The objection to festoons in many stores especially those having low ceilings, is that the decorations are apt to get in the way of the customers or the salesmen; and such things are a nuisance in a busy store. However, if the ceiling is high and will allow of graceful garlands from a central point or along a line down the centre of the store, they make very pretty decorations. Arches are easily made and do not have the same objections as the festoons. They are constructed of long strips of flexible wood which can be obtained at any planing mill. These covered with spruce boughs can be bent into shape to form perfect arches, stretching from one side of the store to the other, and one behind another, from eight to fifteen feet apart, according to the depth of the store. If these are sufficiently high, they can also be used as silent salesmen, for, suspended from them can be displayed all the many little accessories which, if they bear their cost mark so that the customers can easily read the prices, and sales should result.

Those who object to the use of real evergreen, and would prefer something that will dry up and fall to the floor, might prefer to cover these arches with crepe paper of a natural green color with here and there an occasional branch or twig of holly, and one can make wreaths of holly look particularly rich if ornamented with bows of brilliant red ribbon to match the berries. Crepe paper is nearly as effective as ribbon for this purpose, and much cheaper, and can be had in the exact shades of green or red desired. If the store is electrically lighted one might "bunch" a few of them which have been tinted red; and use a flasher, or he might arrange them in the form of a motto or sign appropriate to the store, or the season. One of "Welcome" is always appropriate, while others suggesting presents will make business. Have a separate sign giving a list of presents for father, another for mother, and one each for grandpa, sister, brother and baby. If you can surround these signs with samples of such gifts as would be appropriate for each, they will certainly be effective in bringing custom.

And a final word about window display. Smartness, daintiness, novelty—these should be the characteristics of furniture displays for the holidays. And of these the greatest is novelty. Perhaps there is nothing new under the sun, but at least new wine can be put up in old bottles, and if you can show nothing absolutely new, you can at least show the goods in a new way. Everybody is bidding for a share of the holiday trade, and the furniture man who can first catch the eye of the passing crowds by a novel window, and get them to studying it, is in a fair way to make good sales—provided he follows up his "novelty" with some practical cards calling attention to the specific good points of the line he is showing.

MAKE YOUR WINDOWS SHOW A PROFIT

Use displays to keep up interest—Make results profitable—Link up with passing events

TO the more advanced dealer in talking machines the display window has a special significance. It is more than merely a space to fill with something—it must be used to keep the public's interest alive by always looking forward to a new or novel idea to be seen therein. This type of dealer lays particular stress on the value that this publicity space has for his industry, and he sees that it serves his purpose well.

Can he feel that this expenditure of time, cash and energy really does profit him sufficiently to justify it all? Has he any way in which to prove this to be a fact? Yes, there are times when results can be traced directly to the window just as they are found in other forms of publicity—results that are many times even more profitable.

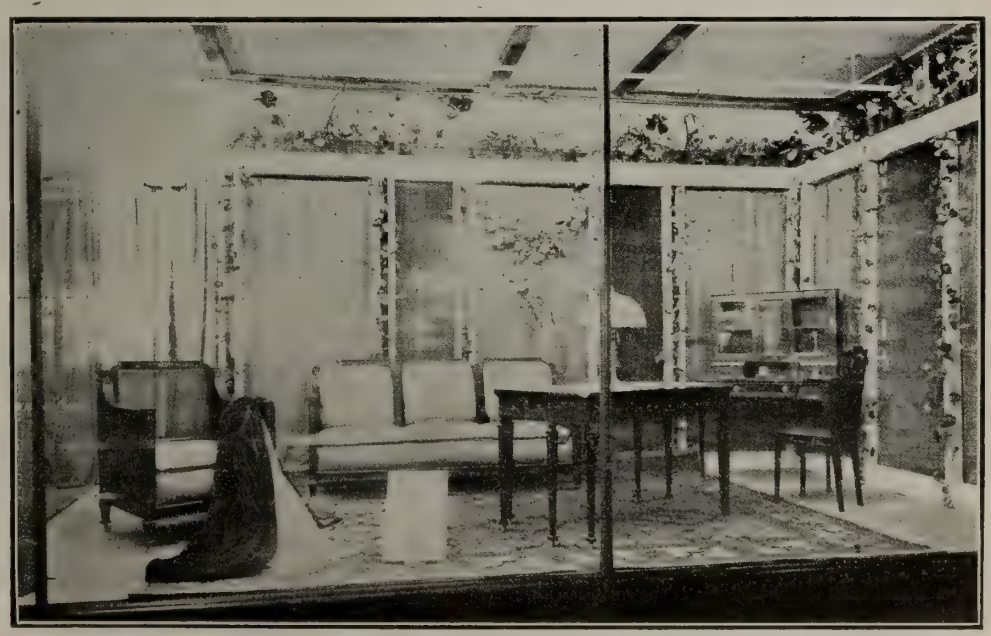
Practically all kinds of publicity are going to cost money. The outlay will depend upon many things and the returns will also be determined by other essentials. The window, however, is, or should be, the least expensive of all publicity items. Much of the success that can be achieved, as in other things that call for profitable returns, will depend upon the attention that is given to make the display one of value. If the dealer only makes an ordinary, commonplace display how can he hope to receive in return more than an ordinary profit from the same? He must work along original lines to win out. And this kind of a window will pay a profit.

Let us take for an example some of the dealers who are giving the matter of unique window display some special consideration. We have in mind one store that does not often overlook an opportunity to take advantage of every incident that will help to increase the sales of records. Any singer of reputation, any musician who visits the city, any event that is of more than passing note, all these are made to serve as only another means of keeping alive the public's interest in records that will become a part of the event. But this is not all. The window is not simply filled with these records, but displays are made at times that will bring this idea forcefully to mind. Something in connection with the event or the person is featured. There is a reason or an invitation given the public to stop and inspect the display.

Does this help to sell records? Can it not be made to act as a reason for the sale of talking machines, too? Will this not be far more effective than an ordinary display that will not do more than cause a glance at the same? The answer must be in the affirmative.

Here is another store. The ideas to be noted are novel. This establishment features records and machines. The display rooms are attractive and the windows are made to offer a help in the sale of late records. In a very recent window display a feature was made of the prohibition idea. There was a display that brought forcibly to mind the late records that carried the topical songs bearing on this idea. The display was novel, it was attractive and it was timely, too. That is the note that should be sounded. Have it up to date, if anything, and give preference to the late hits that are in the public minds.

Have something in the windows that will appeal and make the passerby stop and at least inspect the display. By means of a hint there will be offered a reason for making the looker-in a prospective purchaser of these records. It is the forceful reminder that makes the public buy in many cases. If you do not give them the cue, how can you hope to see them enter your store and ask for a record that would not otherwise be thought of? If you are going to depend upon them coming of their own accord often you will find that there will be a number of sales missed. The public must



A tasty arrangement of furniture in the window will undoubtedly greatly increase sales. Here is a display which shows thought and care.

be given the hint that makes it think. Do you not fully grasp this in connection with your own purchases?

Why do you at times make a purchase that might otherwise escape you after you have seen it in some attractive window? No, it is this reminder, this face-to-face invitation, that puts it up to you to act then and there. There is that impelling power that draws you inside the store, and it is often more forceful than any other form of publicity. You want just that reminder that makes it a matter of quick purchase. Had this not been given you at this time—this moment when you were passing that store—you might not, often would not, give it any thought at all.

Therefore, why not offer the public a logical reason for stopping at your store and entering therein? Why not have your window made effective, and in this way force the prospective customer, the one whom you would not even hope to get in any other manner, to seek you? The first visit might lead to other sales and you can readily see the value of the first sale. It is an introduction to your store. Via the clever window invitation route you come to see that it makes these wavering customers real ones. And that is the object that makes your show window what the name implies. It is to show the public that you are in dead earnest.

Consider the many large stores to-day giving the display feature of their window the proper degree of attention. Does it pay them to do so? Their success indicates that it does. Just think of the vast sum that is annually spent in this one direction to attract and to arouse in the public mind that very special consideration that demands so much of an outlay. If the successful merchants of the country can find it a profitable investment, surely you can.

INTRODUCING NEW LINES VIA WINDOWS

One of the best means of publicity—Making the display effective—Applying recognized principles

NOTHING that you can do will add more to your profit account than the study of human nature in the selling end of your business than the working up of business on goods of quality, which are goods of profit, for is it not so in the eyes of a purchaser that "the recollection of quality remains long after the price is forgotten?"

One of the best means of introducing a new line is through your store window. And a feature that adds much to the effectiveness of display is the symmetry with which the articles that go to make up the whole are arranged.

Care must be taken not to bring the articles of display into juxtaposition so that they will clash or otherwise interfere with their separate or combined influence on the public.

The general effect which is another important point in the make-up of a successful display—must always be kept in mind. A good general effect is probably second only to a good special feature in attracting attention first to the display and then to the merchandise exploited.

Another point to consider in the make-up of a display is workmanship. Nothing does more to spoil the effect and discredit an otherwise satisfactory display than a dowdy and slovenly handling of goods. The result increases in proportion to the grade of goods shown, having the effect of cheapening and detracting from the real worth, and of course the better the goods are the more they suffer in proportion.

The importance of displaying merchandise for sale has always been recognized; but the practice of applying the principles of artistic skill and taste to this work is a comparatively modern innovation. The value of attractively displaying merchandise cannot be overestimated. It compares with all other forms of publicity in impressing the average individual, as the concrete in any line of exemplification compares with the abstract.

All other forms of publicity require the excise of the imagination in order to obtain a fair grasp of the subject under consideration; while the proper display of an article appeals directly to the desires, and at once creates a want. It suggests and emphasizes both the lack and the desirability of possession, and sets in motion the train of consideration that ends in sales.

CHECKING UP SHIPMENTS.

We have always advised dealers to carefully check up shipments of goods received to make certain that they receive their full count and weight. Not that those whom the dealer buys from are apt to be dishonest, but shippers are only human, and therefore liable to err.

The old advice, "Count, measure, weigh or gauge everything you buy," is just as good to-day as it ever was.

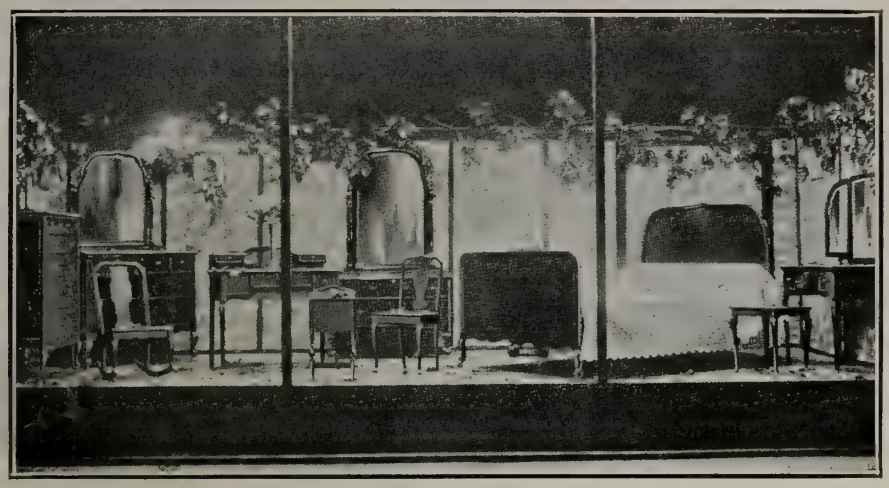
A CARD INDEX OF NEW CUSTOMERS.

Keep on friendly terms with your possible customers. The furniture merchant in the small town can easily make a card index of the trade and prospects in his territory. Send the customers and those who have not yet started to trade with you a letter or a circular occasionally. Mail them reprints of your advertisements. If you are making any special offers these should be included. If they come to you for some article your competitor has run short of, do everything you can to accommodate them.

You will soon find that your trade is increasing. These customers will appreciate the fact that you keep them so well in mind, and will try to show you that the attention is appreciated. The card index is the simplest form of remembering to invite them to come into the store and look at furniture. It also is a good record of the different mail matter you have sent them. Besides it will tell you whether your use of the mail for advertising is bringing you any direct returns. It will bring good-will at any rate.—Southern Furniture Journal.

How Are Your Windows Lighted?

Get best publicity possible day and night.



Example of an Ontario firm which believes in good window lighting.

THE display of merchandise in your show windows by night is a most important consideration and is one which very few merchants have been able to study. The following brief suggestions may be of some assistance to those struggling with the problem.

The main principle of proper display window lighting is to arrange the lights so that they shine on the merchandise displayed and not into the eyes of the passers-by. Lights exposed to view are bound to distract the eye from the object and this fault should be carefully guarded against.

There is great monotony in window lighting and it is a monotony of poor lighting arrangements. Windows are too often lighted by the bare strip lights on either side or by single or a group of exposed lights in the centre. The first invariably cause a glare that conceals as much as lights its merchandise while in the second, the exposed lights waste their brightness on side walls where no merchandise is displayed.

A few months ago a merchant in one of our large Canadian cities investigated the problem of lighting his windows in the most effective manner. At that time his lighting was done by a single 100-watt tungsten lamp in the centre of the window. He had this removed, substituting at the top of the window close to the ceiling and near the glass two lights of 40-watt size and placed in opaque, silver-coated reflectors so that the rays were directed downward and inward. These lights were hidden from the street by a short curtain hung across the window. The improvement both in appearance and lighting was remarkable and upon investigation he found the new arrangement cost him less in upkeep.

Windows are best lighted by a row of lights across the top close to the ceiling and near the glass. To meet varied requirements there had best be two circuits of outlets spaced in 12 in. centres. A display of dark merchandise requires more light than white or light colored merchandise so that an arrangement that permits the merchant to vary the amount of light is an advantage.

Certain objects lose much of their attractiveness in both color and design under a white light. Richly finished pianos, beautiful rugs and tapestries look like cheap imitations under such a light. The best way to display such articles is by the use of an amber colored light—an effect that can be secured easily by dipping the lights in a colored solution. A more elaborate system is a series of color frames below the reflectors, but this is only possible when the lights are close to the ceiling.

The best reflector obtainable is the cheapest. Many merchants make the mistake of using steel reflectors with an aluminum inner surface. This type of reflector costs very little but is the most expensive in operation. With the same size lamp a glass reflector with a silver reflecting surface will reflect twice the amount of light. Consequently by using the latter type of reflector half the number of lights are necessary, and a marked difference in cost of upkeep is the result.

Reflectors such as prismatic glass that permit a large part of the light to be transmitted to the ceilings and walls where light is not needed, are too wasteful and should not be used.

Window lighting equipment is not ornamental and should not be visible. They should never be placed across the bottom. When so placed they create a "flat" appearance not at all desirable.

A background in a lighted window should not be of polished woodwork or other highly reflecting surface. If it is a row of white reflections is the result. This defect can be remedied by putting a thin curtain behind the reflectors.

A Christmas window display just now is especially appropriate. Some of the big stores go to great expense in making up displays with a Christmas tinge. For the small dealers big expense is not necessary.

Some firms carry their Christmas ideas into show cards as well. One used recently by a dealer had the words "Christmas Sale" in a border, along the top of which ran a grape vine and grapes, while a cluster showed just below the border to two points. Under the initial "C" was the drawing of a large Christmas turkey, with tail feathers proudly raised. Two sizes of cards were used, one 15 by 12 inches, and the other half that size.

There is a lot of good space in your store that is not working for you. Why not put some manufacturers' signs and hangers in that space and profit by their message?

Prince Edward Island's Large New Furniture Store

"Activity" is an outstanding characteristic around the R. T. Holman, Limited, department store, at Summerside, P.E.I., during the past few weeks, and this activity is seemingly intensified as the weeks and days pass. Their new buildings are rearing themselves majestically. Where once stood a warehouse there is being constructed the most modern and up-to-date furniture establishment in Eastern Canada.

The walls of these buildings are being made extra thick, and are fitted with the most modern system of lights known. A most imposing corner entrance is being constructed and no expense is being spared to make the Holman establishment the maximum in convenience and comfort to their patrons.

The new furniture section being built on the site of the old warehouse measures 61x124 feet, the four floors of which will be devoted entirely to furniture and housefurnishings. A third powerful hot water heating plant is being installed in this section, floors will be finished in selected hardwood, walls and ceilings plastered.

The section being constructed between the two buildings will be occupied by the china, crockery, fancy goods, toys, and smallwares. Two entrances will be built in this section with the most improved display windows between these doors. A rear stairway leads to the second floor, which will be devoted to a completely equipped toyland. On the first landing of this stairway will be located the advertising and buying office for the section.

A large amount of property and a number of buildings, adjoining the Holman property have been acquired and extensions and additions are added in order to secure the increased warehouse space necessary. The executive offices will also come in for remodelling on a vast scale. These offices will be extended to the east wall of main store. There will also be installed parcel rooms, rest rooms, etc., for the convenience of Holman patrons.

The different sections of the store will be connected by a system of arches permitting the customer to pass from one department to another with the least possible inconvenience.

The approximate length of Holman's retail store when completed will be 270 feet, which as a New York paper stated recently is "the largest known store in the world in proportion to the population of the town in which it is located."

The indomitable enterprise and energy of the heads of this firm are admirable. The Holman firm is bringing fame to Prince Edward Island through the wide circulation of their Catalogue in Nova Scotia, New Brunswick, Quebec and elsewhere, as their success in meeting and beating all Canadian competition.

The growth of this firm's business has been phenomenal during the past few years. This is exceptionally true of their mail order business. With their new premises there is little doubt but that they will forge ahead even more rapidly in the future than they have in the past.

STANDARDIZATION OF HOURS AND WAGES.

The question which received the greatest consideration at the meeting of Furniture Manufacturers, held in Toronto on October 14th to consider the matter of improved conditions for furniture workers in Ontario, was the matter of standardization of hours. There seems to be a strong tendency towards a 50-hour working week, and we are informed that the Stratford factories, as well as furniture plants in some other places, have recently adopted this practice.

In view of the marked scarcity of finished goods at the present time, we consider it would be in the common interest of the employee and employer to operate the factories for, say, 54 hours weekly, but upon the return of normal conditions, we believe that the manufacturers would be well advised to adopt generally the principle of a 50-hour week, as well as to arrange for a uniform scale of wages among the different classes of furniture mechanics and improvers.

This, we are satisfied, would go a very long way toward dissipating the feeling of unrest which exists at present among a large number of workmen in our woodworking plants.



Children's furniture has proven a profitable line for the furniture dealer this year, and the three pieces shown herewith, made by the Stratford Manufacturing Co., Ltd., are particularly worthy of mention. Chair No. 54 and tables Nos. 57 and 77. Tables are 19 in. high with tops 18 in. in diameter, decorated with transfers.

ADVERTISING ESSENTIAL TO SUCCESS

From an address delivered at New Orleans Advertising Convention by Merle Sidener

ADVERTISING is no longer regarded by business men as a necessary evil. Rather, they look upon it as essential to large growth and permanent success. The growing importance of confidence as a business asset is the basis upon which it is safe to predict that the truth-in-advertising movement is not yet out of swaddling clothes. And this condition justifies us in an attempt to look into the future of the movement. In fact we are compelled to consider future possibilities if we are true to the responsibility for service which we have assumed Not that the Associated Advertising Clubs has set itself up as the custodian of truth, but rather that we must serve where we are best fitted. And as the recognized representative of organized advertising we are the logical force upon which should rest the responsibility for making advertising efficient.

It is not necessary here to call attention to the rapid growth of advertising as a business force. But in order to view in prospect, the possibilities of the truth-movement, we must have in mind the fact that advertising is no longer regarded as merely a necessary evil, but that the business world now accepts advertising as essential to large growth and permanent success.

What advertising has attained is in some degree indicative of what it may yet accomplish. Yet I venture to say that the wildest dreams of the most prominent idealist to-day would seem far from visionary if compared with actual position of advertising in the business world ten years from to-day.

Advertising is education. It will become the most potent medium for the dissemination of authorized information in all lines of activity. Advertising will be the means of carrying out that greatest of all sales messages—"Take the Gospel into the uttermost parts of the world." Advertising will duplicate the pulpit's influence a million-fold in preaching the doctrine of neighborliness. Advertising will teach the worker to be worthy of his hire and it will inspire the employer to pay a fair day's wage for a fair day's work. Advertising will disseminate the knowledge that the fundamental factor in industry is the amount of production obtained per unit of labor or effort.

Advertising has been used largely as a means to increase the sale of merchandise. It will always have an important place in the distribution system. But the future holds in store for advertising, greater opportunities for service to mankind than have yet been thought of. What these new lines of service may be, are not apparent to us to-day. But a realization of the fact that new and undiscovered opportunities await those of us who are engaged in the business of advertising, makes it necessary that we be prepared and equipped for these developments whenever and where ever they come.

The truth movement is essential to the maximum suc-



Winnipeg dealers who believe that advertising has been helpful in their success.

cess of advertising. Only efficient advertising can succeed permanently and only strictly truthful advertising is efficient. We still have those to fight who deliberately seek to use advertising illegitimately, but the larger and more dangerous element is that minority of business men who have not yet learned that honesty is the only policy. There is no such thing as a white lie, especially in advertising. A statement is either true or untrue. Our movement, therefore, must set for its objective, the carrying of our message to all people everywhere. Not until every man, woman and child has learned to be truthful and to require those with whom they come in contact to be truthful, will our movement have succeeded. Impossible idealism? No, merely applied common sense.

We will all agree that only right survives and that only honesty builds permanently. With that as the basis, intelligent reasoning carries us to the point where this fundamental truth must be universally accepted and practised. What is true, must be believed by all, not by a few.

While our especial concern is for the application of truth to advertising, we can not be technical. The advertisement is merely the reflection of the advertiser. His business policy must be honest or his advertising can not be truthful. And the business policy is formulated by the individual. So our message must ultimately reach all individuals and convert all individuals. Therefore an analysis of the greater truth movement may be made along strictly business lines. We have a service to dispose of—a service recognized as fundamentally correct. We know that there is a market—an almost unlimited market. There is a universal demand for what we have. This demand is not always a conscious demand, but the mere offering of what we have, awakens the demand. Where there is a good product and an existing market, there is a means for bringing the two together. Our problem is therefore that of distribution.

CONNECTIVE ADVERTISEMENTS HELP SALES.

Connective advertisements could take up the various stages in the manufacture of a rug. The descriptions should be written in a vivid but non-technical way. These advertisements would impress readers with the skill required to produce a fine floor covering, and make them more willing to pay a higher price for better grades. Such a series would indirectly convey the impression of the store's authority and reliability on rugs. Once sell the public on the fact that your store is a dependable place to select floor coverings, and you immediately remove yourself from the battle ground of competition that deals only with price comparisons.—Furniture Trade Review.

USING A LEADER AS ADVERTISEMENT.

If you decide on advertising a "leader" you should make the price so low and the value so attractive that it will be truly a "leader" in every sense of the word. A certain hardware dealer in one of our large towns last year purchased 8 gross of trolling spoons. These he had formerly sold at 10 cents each, paying 60 cents a dozen for them, and generally selling about twenty dozen during the season. The 8 gross of some 40 different sizes and patterns he bought for $4.80 per gross. He made a "leader" for all that season of spoon baits and sold the entire 8 gross. He sold the article at just half its regular price and made a fair profit besides bringing in much additional trade.

AN OPPORTUNITY AND NECESSITY.

Some one, somewhere, at sometime, gave voice to the assertion that when business is good advertising is an opportunity, whereas when business is dull advertising is a necessity. There are no correspondingly small number of words which so accurately sum up the fundamentals of modern merchandising. That advertising is a cogent force in retailing at present is coming to be more and more understood by every alert merchant. The result is that newspapers are finding it increasingly easier to interest their local business men in printed salesmanship. The gospel is spreading. More thought is being given to good and bad copy. Retailers are studying the advertisements of city department stores, mail order houses, and other like merchandising concerns with the thought of improving the quality of the copy which they use.

WHAT ADVERTISING SHOULD DO.

What should advertising do? According to Prof. Perry F. Nichols of the University of Wisconsin the merchant who would successfully advertise should do three things:

First: He must analyze his merchandise to find out its selling points; and must then analyze his prospective customers in order to know which selling points will appeal most strongly to them.

Second: He must tell the story of his merchandise in an intelligent and appealing manner in order to arouse the buying desire of his audience.

Third: He must select an effective medium to take his message to the public.

SIMPLICITY OF LAYOUT ESSENTIAL.

Let simplicity in layout be the uppermost thought in your mind when making your show cards and the chances are very much in your favor that your card will be easily read. The other essential, besides the ability to do presentable lettering, is the preparation of copy.

There is no other language as forceful as ours for the purpose of advertising and it is astonishing the number of words of one and two syllables we have at our disposal.

How, then, can the beginner cultivate the writing of copy? Simply make a regular habit of reading the ads of high-class stores. Do this every day. Cull out sentences here and there. Write them down. Learn to substitute a different word now and then. If you can afford it buy a large unabridged dictionary. Put in fifteen minutes each day reading a dictionary. You will not find it as dry as you think. Instead, you will find it rather interesting.

PUBLISHING UNDER DIFFICULTIES.

The New York trade papers are coming along now late and in abbreviated form, owing to the pressmen's strike. Some of the publishers have gone to great lengths in getting out "emergency" editions, and these show much ingenuity.

The Furniture Trade Review is one of these. Run off on a mineograph from a typewritten waxed original, pages are given to ads. and news matter. There are the paper is of twelve pages, foolscap size. Alternate no illustrations.

HOW TO WIN SUCCESS AS A DEALER

Some valuable advice for the merchant on how to make the most of his opportunities

By J. A. LAKE

EDITOR'S FOREWORD

NO one doubts but that we are now entering a new era of importance in the furniture business during which it is hoped that this great business will be placed on a higher plane. There is great need of real business men who appreciate the importance of their calling and who realize that in the period ahead it will be necessary to conduct their stores in a real business-like manner. In the accompanying article, Mr. Lake makes a strong appeal for better retail merchandising and gives some valuable hints on how dealers may make themselves more efficient.

THE first and most important part that enters into the success or failure of any business is the man who operates the business. Other elements may have more or less to do with it, but the real power—the real cause of a business being a success or failure comes back to the man, his honor, his activity, his business ability, and his foresight—the things that enable him to meet emergencies that arise and come out victorious. The man counts.

If you have failed at everything else you have tried, don't consider the mercantile business, because you cannot and will not succeed. We don't need you and we don't want you. Pick some occupation where failure is not so easy, where you don't involve other people's money, or, worse still, their good name. What we do need, however, is men. Men whose influence, honesty, word, action—yes, and their very name—stands for success. Success and business—business and success—combine them—stand for both. Get out and let a better man have the room. We need him, but we don't need you. We need success, but not failure.

The Need of Better Men

They say about 90 per cent. of the retail dealers fail in business or receive no adequate compensation for their efforts. Let us change that disgraceful figure. Let us increase the percentage of successful merchants by encouraging better men to enter the business. Better men mean better methods. Better methods mean better profits. These are essential to the happiness of ourselves and families, so let us labor for better men in every walk in life and especially ours. We need the man who will succeed and succeed honestly, but not the man who won't and can't succeed, who will not use business principles and who is and ever must be a thorn—yes, worse, a harpoon—in the flesh of those who can and will succeed.

Want Honest, Upright Dealers

We don't want the man who sells goods at cost or less one day and the next plays a game of robbery on his unsuspecting victims by juggling with his scales and measures or by lowering the quality of his goods in order to make up for his foolish generosity. Let us banish the merchant who spins such a web and then stands outside and as people pass by interrupts them with the old song. "Come into my parlor, said the spider to the fly." It is the duty of every manufacturer, jobber, and honest retailer to crush such business methods and to crush them hard.

I will here say that the honest, upright, generous merchant is a moral, political and humane influence in every community. We need him and we need him badly. The other is the opposite—a disgrace to the business—a disgrace to the community. We should feel grateful as people become more enlightened that such men are on the decline. With proper laws on the bankrupt, pure food and advertising questions, together with their enforcement, only their memory will remain with us.

When you choose your vocation, choose it for three reasons: First, you should love it. Second, both yourself and those with whom you deal should be made better by it. Third, it should make money for you. If you can—honestly now—you are a fit candidate for the mercantile business and ready for your initiation.

After the inventory of yourself, the next is the great question of finance. If you have not money enough to carry on the business, get it on favorable terms or wait until you can. Make plans for discounting all bills and do it in time. Don't take fifteen days on ten day bills. Keep your credit. It is your great asset in time of need.

Protect Your Credit

No banker would loan 25 per cent. on your stock of goods. It is in the man the investment lies and it is not an investment of dollars and cents, but one of ability and honor. Keep it, prize it, and protect it. If you don't need it now you will some day when greater things are in store for you. Treat your wholesaler as you would your banker. Be prompt. If your capital is limited, use care in your business, in buying, in your expense account and in extending credit, but pay your bills at any cost and save the discount. This discount is twice or three times what bank interest would be, besides you get better goods and better prices from your wholesaler by discounting your bills.

Our jobbers need some criticism for allowing merchants' bills to run overtime. It creates carelessness on the part of the merchant, not only with the wholesaler, but in his own business methods. This carelessness in time undermines his business, causing loss. This loss must be made up and it can only be made up by those who pay for what they buy. I hope to see this remedied in the near future. When it is done, I believe one of the greatest obstacles in the path of the successful merchant will be removed. The fellow who needs this extension of time is usually on the downward path and the termination is always greater than had he been stopped at the middle of the hill. Not only to himself, but to others engaged in the same line of business will this hold true.

Our next step is a suitable location. If possible, pick a good modern building with room for expansion and

as near the path of the greatest traffic possible. A building facing north or east has many advantages, as you get less sun in the afternoon when most people are on the street. Your neighbor has much to do with a location, also, as women are the greatest traders and many hesitate to enter a store, no matter how clean, if situated near some other store where a crowd of men assemble to cover the walks with tobacco juice and discuss the passerby. Select good modern fixtures, such as will best harmonize with your building and display your needs. If old, a coat of paint or varnish adds wonders, but, above all, keep it clean. Plain fixtures of good quality display and bring out goods much better than those that some people call fancy.

Now comes the selection of a stock. This is one of the most important duties connected with a retail business and a place where so many fail. No store can sell better goods than they buy and each article purchased is, in turn, sold to some customer and is subject to their criticism. The criticism is the making or unmaking of a business.

Goods That Bring Prestige

Nothing brings trade like the goods. No store ever continued in business long without them, therefore buy to sell and buy goods. It may cost a little more, but it pays.

Don't let your store be the dumping ground of any wholesaler simply because he has a bargain.

Be careful of the amount you buy also. Keep fresh, active stock. Don't load. You may save something by buying in large quantities, and perhaps the interest on the money invested will be three times that before the goods are all sold—penny wise and pound foolish. Many retailers follow this method. When placing an order always consider how long it will take to sell the amount purchased. Figure depreciation and interest on the investment and buy accordingly.

Marking the Goods

Then comes the important part of marking your goods—important because it determines, to a great extent, your probability of remaining in business. Always use a cost mark of letters or characters and a retail mark in plain figures. This ensures uniform selling prices among your clerks and confidence in your store from the public. If anything demoralizes a business, it is slipshod methods and clerks selling at different prices. Nothing conduces to this condition like unmarked goods. Mark everything that stays on your shelves any length of time before sold. Take no chances.

Your cost of an article is not only what the article cost at your wholesaler's, but all freight, cartage, and every other item of expense up to its sale in your store. Add these to the wholesale cost and you have your proper cost. Your retail price must cover these, together with every item of store expense, plus a margin for yourself.

Inventory and Expense Account

No merchant can properly mark goods unless he keeps an accurate expense account which should include a salary for himself. In order to do this, an accurate inventory is necessary at least once a year. This gives you your cost of doing business. Thus, if your gross profit is 20 per cent., your expense account 15 per cent. and your net 5 per cent., and you wish to equal that the coming year, you must mark your goods so that your profit will average 20 per cent., not on your stock but on your sales. This 20 per cent. must be figured on your selling price also and not on the cost of your goods. This is made absolutely necessary from the fact that all items of expense are figured on your selling price and not on your cost.

Don't let some salesman talk you into believing that if you pay him $1 per dozen for polish and sell it at 10 cents each you are making 20 per cent. You are not. You are making 16 2/3 per cent., and the chances are if interest, breakage and other items of expense account are added, you are selling below cost and that such an article is a drag on your business.

Figure your profits yourself. Don't let your salesman figure them for you. Remember, also, that your freight, cost of doing business and all other expenses connected with the sale of an article is just as much the cost of the article as what you paid the wholesaler for it.

A Simple Illustration

Take an article which costs you $1.15 a dozen and which you think you had better sell at 12 cents each, or $1.44 per dozen. How much is your net profit? Your cost of doing business say is 16 per cent., that is 16 per cent. on the sales, or on $1.44, which is 23 cents. Add that to your $1.15 and you have $1.38.

That is what the goods cost you delivered to the customer, either in the store or wherever delivery is made. It is the actual cost of the goods. The difference between $1.38 and $1.44 is your net profit or profit above expenses and goods. Any sale below $1.38 is a sale below cost. At 12 cents the six cents per dozen is profit, provided the goods have not been held in stock to a point where interest and breakage figure against that profit.

Avoid selling any staple article three for 25 cents or two for 25 cents if the 25 cents does not exceed the cost of goods, plus your expense of making the sale. The longer you have to hold goods in stock during the process of selling the better margin they should pay.

Goods turned often can be handled closer. Let us try and work our business toward that point where each article shall bear its own selling expense and yield a fair margin to the business and not our goods without a profit.

THE MAN ALWAYS "JUST GOING TO."

He was just going to help a neighbor when he died.

He was just going to pay a note when it went to protest.

He meant to insure his house, but it burned before he got around to it.

He was just going to reduce his debt when his creditors "shut down" on him.

He was just going to stop drinking and dissipating when his health became wrecked.

He was just going to introduce a better system into his business when it went to smash.

He was just going to quit work awhile and take a vacation when nervous prostration came.

He was just going to provide proper protection for his wife and family when his fortune was swept away.

He was just going to call on a customer to close a deal when he found his competitor got there first and secured the order.—Philadelphia Credit Men's Bulletin.

BUYING IN HOME TOWN MEANS ECONOMY

E. M. Trowern, Sec'y Dominion Executive Council The Retail Merchants Association of Canada

IF a city or town is good enough to live in, and good enough to take a salary from, it should be good enough to buy in. If the teachers, the preachers, the professors, the firemen, the policemen and the civic servants want increased salaries the next direct route to bring about that desired end is to keep the money circulating in the Home Town. If all the money in Canada ever got into the hands of one or two men, business in general would stagnate. The proper and healthy condition is to have money circulate so that everyone will, through his or her industry, get some of it.

The first expectation of an agricultural producer is to be able to sell his crop after it has been grown. To sell it he much have customers, with money, who are able to buy it. The further the producer is away from the consumer the more the transportation costs. Farms near thriving towns and cities are more valuable than those which are isolated in the backwoods. The best way to make backwoods farms valuable is to buy in the cities and towns near them.

Prosperous cities and towns are built up through proper co-operation between retail merchants and their customers. They must work together. The customer requires the retail merchant, and the retail merchant requires the customer. If customers send all their money to mail order houses for staple goods and expect the corner store to live on the sale of lamp chimneys, eggs and coal oil they will awaken some day to find the little corner store closed. Goods when you want them and where you want them are worth more than goods thousands of miles away. Ten cents' worth of toothache gum in the corner drug store in the home town is worth more to a suffering child with an aching tooth than ten tons of the same article in Hong King, China.

Retail merchants endeavor to locate in places where they are required. They have a double mission to perform; they buy goods to suit their customers and they expect to make a living by selling and caring for them. The better service a retail merchant gives his customer the better business he should receive in return. The service should be mutual and the customer should be equally anxious to see that the retail stores in his city or town succeed.

The statement that by buying through mail order houses you are saving the middleman's profit on all you buy is deception, to say nothing whatever about the question of lack of loyalty to your home town. Let us follow the process and see if less labor is required. A person living in a town, and whose position depends upon the prosperity of the town, receives a catalogue. In order that the said catalogue should reach the person the following process must take place:—

The catalogue is designed; printed; cuts made; delivered to mail order house office; addresses secured; catalogue wrapped up and addressed; stamped; placed in the mail bag; mail bag taken to the station; carried on the train; taken off the train; taken to the post office; delivered to the customer in the town; the customer spends time reading it over and selects an article; writes a letter; secures a post office order, or encloses the cash and takes the risk; the postmaster enters it up and puts it in the mail bag; mail driver takes it to the station; mail clerk in charge of the train delivers it to the post office; postal clerk checks it and sorts it ready for the postman; postman delivers it to the mail order house; mail order house clerk opens the letter; the bookkeeper credits the cash; the order clerk selects the order; stenographer acknowledges the receipt; the shipping clerk mails away the order; the postal clerk sorts it out for the mail delivery; places it on the train; mail clerk takes it off the train; delivers it to the local post office; the underpaid postmaster delivers it either direct to the customer or gives it to the rural mail delivery service that is costing Canada a large sum of money to mostly benefit mail order houses; the customer receives the article, and after a careful examination finds that he or she could have bought a better article in the Home Town and have had the good will of the retail merchant, and helped to build up the Home Town by keeping the cash in local circulation.

No sane person could say that there is any economy in that system of doing business, especially when fourteen transactions out of the thirty-three are made by the Government mail order service at less than cost price, thus benefiting the mail order house proprietors at the expense of the whole people of Canada.

True economy and sound patriotism, therefore, call upon every loyal citizen of Canada to patronize his Home Town and keep the wheels of commerce moving in the direction in which most persons can be mutually benefited.

PROOF OF THE FACT

"I often think," she said, "that women are more courageous than men."

"I know they are," he replied. "Where is there a man who would have the courage to pull out a mirror and doll himself up before a crowd in a restaurant?"



Another piece from the line of The Stratford Manufacturing Co., Ltd., showing table No. 42 open and folded. Table is 29 in. high with 24 in. top.

Kingston as a Retail Furniture Centre

KINGSTON as a retail furniture centre was the topic of an article in a recent issue of "The Whig" of that city, and in commenting on its trade the paper had this to say of some of its dealers.

The T. F. Harrison Company.

Twenty-four years ago T. F. Harrison established himself in business in Kingston as a furniture dealer. His trade quickly assumed considerable proportions, until to-day, although T. F. Harrison has moved to Cobourg and the proprietor is C. E. Taylor, the Harrison store occupies a large section of the block below Sydenham Street on Princess. The stock of furniture at this large establishment is perhaps the largest and most select of any store in the city. The large area covered by the store enables the firm to carry a very extensive variety of furnishings of every kind, and the quality is of the best. A large section of the store is devoted to the sale of pianos and other musical instruments, in which a large business is done. The present owner of the business is a young man of progressive ideas, and has done much to increase the trade and build up its status. The reputation of this firm is an enviable one, and the many patrons of this store show their appreciation by adding greatly to the volume of its sales.

R. J. Reid

In the Whig of the year 1894 the advertisements of the furniture business of R. J. Reid had their regular place, so that this firm is one of Kingston's old-established businesses. The present proprietor, Robert J. Reid, has had the reins of management in his hands all these years, and the results have been gratifying. The big double store on Princess Street now occupied by his furniture showrooms are very attractive and well laid out. The rear is occupied by an undertaking parlor, added to which is a splendid equipment of motor ambulances and hearses. Quite recently a new motor ambulance, the finest in Kingston, was added to the equipment, which is right in the forefront of those in the city. The many extensions to the premises and the growth of the business are effective testimony to the business abilities of the proprietor, who alone has the credit for the progress made.



R. J. Reid's big furniture store at Kingston.

James Reid.

The firm of James Reid is the oldest established furniture business in Kingston, it having been founded by the late James Reid in the year 1854. The same business premises have been occupied ever since, although the present store would not be recognized as the same building. Many extensions and improvements have been made, and the store is now thoroughly modern in appearance and fittings. An undertaking department has been added to the business, with an equipment of five motor ambulances and hearses. The founder of the business died in 1900, and since then it has been conducted by his three sons, Frank, Fred and Samuel, who all take an active interest in the business. The firm has always been a progressive one, and has a splendid reputation which is well known all over Ontario.

NEW FURNITURE CO. AT KINGSTON.

The Casualties Reed & Rattan Co., Ltd., Kingston, Ont., has obtained an Ontario charter to manufacture and deal in furniture of all kinds including articles of reed, rattan, willow or sea-grass. The capital is $40,000, and those interested, who are also provisional directors, are Frederick Walsh, veterinary surgeon; William James Barrett, interviewing officer; Frank Patrick Quinn, and Frank Fawcett Elliott, merchants; and William George Bailey, information and service officer; all of Kingston.

OLD FURNITURE MAN DEAD.

In the death of Walter Scott, 14 Crawford Street, Toronto, one of her oldest manufacturers of furniture in Canada passed away. He was in his 75 year, the last 30 years of his life being spent in Toronto. He was born near Hawick, Scotland, coming to Canada in 1866. He married and settled at Seaforth, Ont. He served for several years as deputy reeve, and later as reeve of Wingham. About 30 years ago he came to Toronto and took charge of the woodworking department in the Central Prison. His survivors are three sons and two daughters, of Toronto, one son of Winnipeg, and one son of Vancouver, B.C.

YOUTH'S COMPANION FOR 1920.

Thirty-five volumes of the best reading—in weekly installments—for less than five cents a week. That is just what The Youth's Companion offer for 1920 really means. The contents of the new volume, which will include 8 serial stories, over 200 short stories, fifty or more articles by men of distinction, sketches and special departments, would make 35 good volumes (at $1.65 each) if published in book form. And there is now a uniform flat price of $2.50 to all subscribers in Canada and the United States.

If you subscribe as soon as you see this notice you will receive all the extras mentioned in the following offer, including many of Capt. Theodore Robert's Up-river Folk Stories.

New subscribers for 1920 will receive: 1. The Youth's Companion—52 issues in 1920; 2. All remaining weekly 1919 issues; 3. The Companion Home Calendar for 1920. All the above only $2.50 everywhere in North America. The Youth's Companion, 887 Commonwealth Ave., Boston, Mass.

SALESMAN'S ABILITIES, NEEDS *and* METHODS

Increasing earnings and backing firm's advertising--Address at New Orleans by Frank E. Fehlman

THE modern salesman is finding it a little bit more difficult to increase his income than the average union laborer. This is because many stores are now basing salaries on net returns.

Some stores sell on a 4 per cent basis, some as high as 8 per cent., while many pay only 2 per cent. Regardless of the commission, the salesman must sell more merchandise if he is to increase his income, and the only way that he can make these increases is carefully to study the general divisions which thousands of other salespeople have studied in the last ten years. They are:

1.—Appearance.
2.—Language.
3.—General Intelligence

As to appearance, almost every large department store now has a standard for their saleswomen. Why they have never studied the appearance of their salesmen is something I have never understood

I have always believed that these things should be carefully considered by a salesman—first his haircut, then the collar, shirt, clothing, shoes, and the appearance of his face and hands. Out of a group of a hundred salesmen, you will seldom find more than ten men who are well groomed and who have a clean appearance

A sales conference in New York analyzed more than 100 men having other men pass on the men examined. Eight men had hair cuts that passed; twenty had collars that were the right size and right style; ten had neckties that harmonized with their shirts; fifteen had shirts that fitted and were of the right sleeve length; twelve had suits that fitted and were pressed and clean; while only eighteen had shoes that fitted with heels that were not run down.

It is a hard matter to criticize a salesman's appearance, but if the salesmen and saleswomen are not carefully groomed, absolutely clean from head to foot, and trim in appearance, they lose greatly as the customer approaches them.

Any salesman can dress better for the same amount of money. The trouble with most salesmen is that they compromise and buy cheap things. They do not study colors and almost invariably, they are too "flashy." If their appearance is right, customers sense it very quickly, and the customer unconsciously buys more readily.

Now, as to language—there are more than 600,000 words in the English language, but the average salesman uses less than 5,000 in his daily selling.

There are four simple ways for salesmen improving their English: First, study grammar, using a simple book. One of the best I know of is entitled "Business English for Evening Schools," published by the American Book Company, and compiled by William E. Chancellor. I selected this book out of 700 grammars I had a school teacher spend seven months checking up every grammar published and found this one to be the best. The book can be digested in four to six weeks and will give any sales person an entirely new idea of business English.

Another method of improving your language is to read books rich in descriptive matter, such as those which Dickens wrote. Dickens was an artist in describing things. Of course, the stories are good in themselves, but the idea is to learn how to describe things accurately and create mental pictures for the customer.

Another way to improve your English is to write continuously. Sit down every night and write two or three advertisements on the merchandise you are selling. Show them to your wife or to your associates in business, and get them to criticize them. Writing six advertisements a week of 100 words each, means that you have written 600 words each week, and if you continue it every week for a year, you will write 30,000 words in a year. This would show how meagre is your vocabulary.

Another method is to cultivate the acquaintance of lawyers, preachers, men with college educations. Spending a half hour or so with such people will show you the importance of clean, pure, business English. These people were compelled to study good English. They had to go through college to get their degrees. They associate with people who talk pure English.

If a salesman's appearance is 100 per cent., and his language is accurate, clean, and free from slang, he has an advantage over the other salesmen, who are careless about their appearance and pay no attention to their vocabularies.

By general intelligence is meant that the salesman must study merchandise. Salesmen selling men's underwear would never attempt to sell a man from ten to twenty suits at the beginning of the season. Yet there are thousands of men who don a clean suit every morning. A salesman who uses two suits during the week can't understand how anyone could be so extravagant. You have got to live the lives of other people mentally if you are going to sell them large quantities of merchandise.

Women think nothing of buying three or four hats, or as many as a dozen, during a season, while many men never think of buying more than two hats during the year; straw for the summer and soft or stiff for the winter. If you get out of your own environment and improve your general education regarding people you will find that there are hundreds of reasons why a man should buy four hats a year instead of two. You will find the importance of selling women a full case of canned tomatoes instead of two cans.

One of the reasons why the salesman in the average store is so far behind in his selling education work is because schools have never been established for him. Manufacturers pay little attention to him, while the average employer is always afraid he is going to ask for more money.

In the more progressive stores, the employer is glad to encourage his salespeople to expect more, based on their actual sales. I know one store in Chicago which used to pay as an average $30 which is now paying an average of $70 on a three and a half per cent. basis.

The salesman of the next generation is going to lift himself entirely out of the groove of present-day salesmanship, and I think he will do it largely by studying his own appearance, his own language and his general intelligence. Improvement must and will come through his own efforts.

Short Stories of Success and Failure

By Lester G. Herbert

ONST there was a man who had unbounded faith in himself. He thought whatever was worth Doing. he could do if he Tried, an' whatever was actually so, he could understand rite off the Bat. If he had any pre-conceived NOTIONS, he never changed them an' if a thing wasn't clear at the start, he said IT wasn't so an' stuck to it.

Well, he was in business in an old Established stand, but he said that anyone with money enough to go into business, would have Brains enough to see there wasn't room for two stores. But a fine, new block was put up with a dandy store on the corner. Even then, he refused to leave that corner, an'sublet his old stand to keep competition OUT. He just lafted at the idea of any competitor coming in there.

But the compet. arrived just the same! The Man-Who-Wouldn't Believe thought he had his trade hooked up solid to him, an' boasted it would be impossible for anyone to get them away. He said further that no man could make a bigger success of his Line of business in his Locality than he had. He declared that the little berg where he lived wouldn't support an up-to-date, modern store of his kind.

But he has come to see what was impossible in HIS mind, actually made possible in the other fellow's SCHEME of Things. The other day he was closed up by the sheriff, and he hasn't got the reason through his noodle yet.

Maria, the partner of his jiys and sorrows—mostly sorrows—has taken pains to tell him that he failed in life because he WOULDN'T believe anything he didn't want to believe, or anything he couldn't grasp in a jiffy as true. Maria is dead right!

THE QUALITIES THAT COUNT.

ONST there was a man who was left a very fine, going business by his Dad. He made up his mind to show the old fogies around town how a live business ought to be run. So he fired all the help that weren't good lookers, an' who didn't hand him a bokay onst in awhile.

Say, his business force would have won first prize in a beauty an' Politeness contest! They were too sweet for anything, but somehow business fell off, for a lot of 'em didn't know the business they were engaged in, an' some didn't care a hang, an' quite a few were so busy priming an' exchanging yarns and compliments with each other and would-be customers, that they overlooked the trifling matter of Selling Goods, Service, and Satisfaction.

The way the cash receipts an' the profits dropped made a hole in the ground almost big enough to Bury the institootion.

Then our Young friend who wasn't a slouch by Any means, woke up, an' held a seshun with his self which lasted from sunset to Sunrise. And this was what he discovered—"That good lookers are all right an' personal charm an asset, but UNLESS these are backed up by **sterling qualities of character, sound business judgment, accurate information, and real interest,** that all the rest is as sounding brass an' tinkling cymbals."

So next morning he began to weed out those who were mere mantel ornaments an' a lot of the rest of 'em woke up an' found that "Handsome is what handsome does." To-day the young Man who inherited the Going business has pulled out of the hole and is prosperous and happy, just because he learned to Discriminate between false gold an' the 14 karat stuff.

INACCURATE USE OF THE WORD "PROFIT"

Webster's Dictionary defines "profit" as acquisition beyond expenditure; excess of value received for producing, keeping, or selling over cost; hence, pecuniary gain in any transaction or occupation; emolument; as, a profit on the sale of goods."

It has been customary for the trade, when referring to the margin between wholesale cost and retail selling price, to substitute the word "profit" for the correct word, "margin," and this has undoubtedly contributed to the excess net profits.

Webster's Dictionary defines "margin" as the difference between the cost and the selling price of an article. Note the difference in the definition of "profit"—"acquisition beyond expenditure." The meaning is altogether broader, and clearly refers to the difference between total expenditure and ultimate return. The dealer may buy goods for $2.50, and sell them for $3.00. His margin is 50c, but under existing conditions in Canada he is not making a profit. The proportion of his expenditure chargeable to the line amounts to more than 50c, so that the net result is a loss. People who argue that the dealer makes 50c on the transaction forget that the law compels him to pay his employees' wages, his rent, and other liabilities, and that wages and rent have prior claims on his assets. The real expenditure of the dealer on the line is $2.50 to the manufacturer, plus 60c for handling costs, provided his individual overhead rate of expense is 20 per cent., and the margin of 50c shows a loss of 10c instead of a profit.

When a manufacturer, merchant, bank or other commercial firm makes out a balance-sheet, every item of expenditure is totalled to find cost, and if the operations of the period under review have been favorable a profit will be shown, but it will be a net profit, not a margin between costs of raw material or other items and the total receipts. These matters are carefully hidden from the public gaze, and after every possible deduction has been made, a profit which is strictly net is disclosed. The public does not look deeply into these matters, and seldom realizes that the 10 per cent. dividend or profit paid by a manufacturing firm represents a huge profit compared to the 21 per cent. margin a grocer with an overhead expense of 20 per cent. receives on a few of his best lines.

The dealer can blame himself for the wrong conception in the public mind, which would not exist to anything like the same extent if the position was expressed more accurately. The idea of excessive profits in the trade has probably done a great real to induce outsiders to enter its ranks, and while they seldom take very long to find their level, they tend to lower the status of the legitimate dealer.

Few people realize the harm that is caused by the inaccurate use of words, and probably few dealers realize the injury done to the retail trade by the indiscriminate use of the word "profit."

The McLagan Furniture Co. Reorganization

The George McLagan Furniture Company, Limited, as it has existed in Stratford for the past 19 years, has been re-organized and the company is now operating under the name of The McLagan Furniture Co., Ltd.

The McLagan estate having disposed of its interests in the George McLagan Furniture Co., Ltd., and Stratford Chair Co., Ltd., to those directly associated with the new company, the combined business has been reorganized under the new name. The new company has also a controlling interest in the Meaford Manufacturing Co.

The New Officers.

The officers of the new company are as follows:—President and managing director, D. M. Wright; vice-president, W. K. Trower, Montreal; secretary-treasurer H. S. Robertson. In addition to the foregoing the following are also members of the board of directors: R. S. Robertson and L. M. Green, both of Toronto. W. J. Anderson will continue as manager of the Stratford Chair Company.

Both the plant of the McLagan Furniture Co. and that of the Chair Co. are at present operating to the fullest capacity and in view of the increased demand for the McLagan phonograph some enlargement of the business may be looked for at no far distant date to take care of this important branch of the business.

History of Company.

The George McLagan Furniture Co. has played a prominent part in the development and advance of Stratford, being the second largest industry in the city. This enterprise was originally established many years ago, and conducted as the Porteous and McLagan factory until March, 1900, when the buildings were completely destroyed by fire. Eight months later a mammoth plant was erected on the present site on College Street, The George McLagan Furniture Co., Ltd., being organized.

Mr. George McLagan was president up to the time of his death a year ago. The original plant was substantially enlarged in 1911 to meet the growing business. The plant is one of the best equipped of its kind in Canada, being fitted throughout with the most modern wood-working machinery for the production of high-grade furniture of all kinds. Of recent years a phonograph department has been added and has grown extensively.

Stratford Chair Co.

The Stratford Chair Co., Ltd., located on King Street, was established in 1904 with W. H. Crowe as president and Frank A. Nichols as secretary and treasurer. Under this management the business was conducted until about 1910, when George McLagan became president and W. J. Anderson secretary and treasurer. The plant is a four-storey concrete building, containing 60,-plant is a four-storey concrete building, containing 105,000 square feet of floor space.

The New President.

The president and managing director of the McLagan Furniture Co., Limited., D. M. Wright, is one of Stratford's most valued citizens. His association with the George McLagan Furniture Co., Limited, dates back to 1903, within three years of the organization of the company. From 1903 to about 1910, he held the office of business manager but in this latter year succeeded to the post of vice-president and manager. In this capacity he served up to the death of Mr. McLagan a little over a year ago, when he became president.

Mr. Wright has found time to devote several years in the Stratford city council where his calm judgment was of great value. In all public movements he has taken a very active part.

SPLENDID FURNITURE STORE AT GALT.

THIS is the new store of Allen & Ray, furniture dealers and undertakers at Galt, Ont. It is a thoroughly modern building, up-to-date in every particular. The windows are bright, large and lofty—capable of exceptionally good displays; and the interior is in keeping. The principals are satisfied with the growth of their business, which is increasing all the while, and they have shown in the enlargement and reconstruction of their store their strong faith in the development of the country and of their community.



KNOBS *of* NEWS

Canadian Fabrikoid, Ltd., Montreal, has been registered.

Henry Harmer, furniture dealer, Southampton, Ont., is dead.

The Dominion Mattress Co. has been formed at Petrolia, Ont.

The Toronto Feather & Bedding Supply Co., Toronto, has been incorporated.

The Ideal Bedding Co., Toronto, are erecting a $75,000 addition to their plant.

The Art Lamp and Shade Mfg. Co. has been registered at Montreal, by Morris Bernstein.

A. L. Oatman, of Tillsonburg, Ont., has sold his furniture branch at Springfield, to D. G. Gillies.

W. J. Bowes has sold his furniture and hardware business to J. J. Richardson and Balmer Brady.

The Dominion Oil Cloth and Linoleum Co., Ltd., Montreal, has received Dominion incorporation.

The Economical Refrigerator Mfg. Co., Ltd., Montreal has been incorporated with a capital of $100,000.

The New York Furniture Exposition opened in the Grand Central Palace, that city, on Monday, Oct. 13.

T. E. Essery has the general contract for erecting a $90,000 building for the Dale Furniture Co., Toronto.

The casket factory at Wiarton, Ont., is to be conducted as a furniture factory, rumors the Owen Sound Advertiser.

Robt. Marson has the general contract for the $100,000 contract which the Kindel Bed Co. is putting up at Stratford.

Meakins & Sons, Hamilton, Ont., manufacturers of brushes and woodenware, are making a two storey addition to their plant.

T. Little & Sons, Galt, Ont., are at present remodelling their furniture and undertaking establishment. The store when completed will be 45x92 feet.

Most of the merchants in Strathroy are giving accommodation in the shape of a general delivery service, which, they state is working to their advantage.

The Congoleum Co. of Canada, Ltd., has been incorporated with a capital of $1,000,000, and head office at Montreal, to manufacture, import and deal in felt base floor coverings.

A seven-story exhibition building to cost $500,000 and to have something like 200,000 feet of floor space is being erected by the furniture manufacturers of High Point, N.C.

A. F. Steele, Forest, Ont., is taking his son, G. F., into partnership in his furniture and undertaking business, under the style A. F. Steele & Son. A line of McLagan phonographs is being installed as a new department.

The Lloyd Mfg. Co., Menominee, Mich., makers of Lloyd baby carriages, are publishing a little booklet at "pleasing periods" as they state for the benefit of their salesmen and agents. This little periodical, entitled "Loydeas," has a number of interesting paragraphs on practical merchandising and selling ideas, and some illustrations.

PHONOGRAPH MOTORS AT STRATFORD.

Announcement has been made of the organization at Stratford of an industry of considerable importance, the Canadian Phonograph Motor Co., Ltd., of which the provisional directors are: William Preston, chairman; E. E. Wilkinson, Brooklyn, N.Y.; D. M. Wright, J. R. Macdonald, and J. Stevenson, all of Stratford.

The capitalization consists of $50,000 preferred stock and $50,000 common, the preferred shares to be seven per cent. cumulative, par value $100, dividends payable half yearly, and the par value of common shares to be $50. Fifty per cent. of the preferred stock will be sold locally, the balance being taken up in Brooklyn. The company will be under the management of Mr. E. C. Wilkinson, who has been with the Phono Motor Manufacturing Co.

Skilled mechanics now employed in the Brooklyn factory have agreed to come to Stratford as department foremen of the new company. By the end of the first year 50 employees will be needed, including mechanics and unskilled workmen.

COLUMBIA COMPANY HAS BIG FACTORY.

With the exception of the Massey-Harris plant, the Columbia Graphophone Co., which recently purchased the Canadian Aeroplanes Co. plant on upper Dufferin Street, will have the largest factory in Toronto. The plant covers twelve acres with 235,000 square feet of factory floor space.

PURCHASE OF POLLOCK FACTORY

The General Phonograph Corporation of New York has purchased the factory of the Pollock Mfg. Co., Kitchener, Ont. Arthur B. Pollock, president and general manager of the Pollock Co., will become manager of the new concern.

The General Phonograph Corporation was until recently known as the Otto Heinemann Phonograph Supply Co., and it is their intention to make at the Kitchener factory, which is being enlarged, a complete line of motors, tone arms and sound boxes for the Canadian and British trade. Shipments from the factory, it is expected, will commence with the first of next year.

The general Canadian business of the General Phonograph Corporation will continue under the management of C. J. Pott, with offices at Toronto.

The Phonola Co. of Canada will continue as usual under the management of James Pollock, with factory at Elmira.

GRAND RAPIDS MARKET IN JANUARY.

Definite opening and closing dates have been established for the January, 1920, exhibition of the Market at Grand Rapids. The season will open on January 1st, and close January 24th. This action was taken at a largely attended meeting of the board of directors of the Grand Rapids Market Association recently held.

The attendance at Grand Rapids a year ago in January and again in July last set new records both for numbers and for purchases. The added business and the increased number of buyers has served as nothing else could to increase not only the number of exhibits being made, but the quality of those exhibits as well. And it is the intention of the Grand Rapids Market Association to do everything it can to uphold Grand Rapids prestige at this time.

ONTARIO FURNITURE MANUFACTURERS MEET

At the general meeting of the Ontario Furniture Manufacturers held at Toronto on October 14th, it was unanimously decided that the association take no further action in regard to the hours of labor, and that the question of wages be left to the individual manufacturers to deal with. J. R. Shaw gave an interesting account of the proceedings at the Industrial Conference held at Ottawa on September 15 to 20. After a short discussion it was proposed by J. R. Shaw, seconded by J. G. Hay, and carried unanimously, that the association adopt and confirm the resolutions presented by the employers group at the recent conference at Ottawa, in respect to the hours of labor, right to organize, recognition of labor unions, and the right to collective bargaining.

These reports are as follows: Representing hours of labor.—The members of your committee, appointed to represent employers, beg to submit the following resolution: Resolved that appropriate Government commission, composed of an equal representation of employers and employees of the various industrial, producing and distributing industries, should be appointed to undertake investigations as to the adaptability of the hours of labor principles of the Peace Treaty to the different industries of the country, and to report as early as possible.—Melville P. White, Fred Armstrong, E. M. Trowern, representing employers' section.

Regarding collective bargaining.—Your committee recommend that:—(a) Employers admit the right of employees to join any lawful organization. (b) Employers should not be required to recognize unions or to establish "Closed Shops." Employers insist on the right, when so desired, to maintain their plants as "Open Shops," by which they mean that no employer should discriminate against any employee because of the latter's membership or non-membership in any organization, and no employee should interfere with any other employee, because of the latter's membership or non-membership in any organization. (c) Employers should not be required to negotiate except directly, with their own employees or groups of their own employees. For the Employers' Section.—J. P. Anglin, D. H. McDougall, A. B. Weeks.

PROFIT-SHARING WITH EMPLOYEES.

J. H. Sherrard, of the Alaska Bedding Co., Montreal, outlined a plan which has been in operation in his company for nine months for obtaining greater production and a general improvement of conditions through profit-sharing with employees. Mr. Sherrard stated that early last year his company came to the realization that the dollar was no longer an incentive to greater production by its workers and therefore carefully studied plans for increasing production along different lines. Under the scheme which was decided upon each employee of the company receives a yearly dividend upon his yearly earnings on the same basis as the common stockholders of the company. An arbitration board has been established to pass upon the cases of any employee discharged. It was promised that no employee would be discharged without cause and any one discharged could go before this board for a hearing as to the justice of his dismissal. Mr. Sherrard stated that the plan was successful up to date in increasing production, decreasing waste and promoting efficiency generally.

McLAGAN COMPANY INCORPORATED.

The McLagan Furniture Co., Ltd., Stratford, Ont., has received an Ontario charter, with a capital of $600,000, to acquire and take over the business, assets, goodwill, capital stock and undertakings of the George McLagan Furniture Co. and the Stratford Chair Co., and to manufacture furniture, phonographs and wood products of all kinds.

FINE WESTERN FURNITURE STORE.

"Furniture of Quality" is the slogan of the Crooks-Keeley Furniture Co., Ltd., of Calgary, Alta., one of the best furniture stores in the West. Situated at 234 Eighth Avenue West, the main avenue of the city and right in the centre of the business section, the store has a frontage of 40 feet with a depth of 120 feet.

For the present the company is occupying the first three floors, the top being rented to a wholesale bedding concern. With larger space, the company has been able to put in a stock of rugs for the first time, and are also handling the McLagan phonographs. Trackage facilities are provided at the rear of the store. G. A. Crooks, formerly manager and vice-president of the Calgary Furniture Co., is the president and manager of the concern. He has been in the furniture business for the past twenty years, and is well-known to all furniture manufacturers.

Mr. Crooks states that he finds business has much improved since they have occupied these larger premises about two months ago. The window display is exceptionally good and the store stands out by itself, having a vacant lot on each side. On one side the vacant site has been let to the Allen Theatres, Ltd., and the erection of one of the finest picture theatres in Canada will be an accomplished fact. This will add considerably to the attractiveness of the location.

F. D. Soloan is secretary-treasurer of the new company and Alex. Hannah is a director.



AMERICAN IMPRESSION OF FURNITURE INDUSTRY.

"America is just facing her era of greatest business prosperity if activities of furniture men can be considered a criterion," said C. M. Dalrymple, sales manager of The Lloyd Manufacturing company, recently, after a visit to Chicago.

"Twice every year manufacturers, of all lines sold in the average furniture store, have exhibitions at Chicago. In January we exhibit our summer features and in July our winter goods. At that time buyers from all over the United States and Canada visit the markets or exhibits and place their orders for the coming season. While Chicago does not have the only exhibit, yet it has the largest.

"No market has ever approached the one held in Chicago this year. The highest prices ever known prevailed but this did not check the merchants for they bought heavier than ever and when the market closed its doors the contracts entered into called for the largest exchange of money ever known in this line of business.

"There has been some anxiety in the furniture trade for many months. During the war but little was made and less sold. Young men were in service and marriages were few and far between. Older couples decided that what they had was good enough. Wages were high. People saved money to buy Liberty Bonds. Prohibition came on. The war ended. Marriages began to occur thick and fast. People had money. Newly weds wanted and must have furniture. Older couples who had saved during the war threw out the old furniture and wanted new.

Big Boom Is On.

"The boom was on. Furniture manufacturers filled the early orders with the stock which had slowly but surely accumulated during the war. Then came the struggle for more as the orders from retailers began to flow in. Then came the delay. Furniture manufacturers, as said before, made little new stuff during the war because they had few orders, because labor was scarce, because lumber and other raw materials were scarce and because the plants were used for war purposes.

"Therefore, when the drive of buyers came on the manufacturers were 'up against it;' Their stock was gone, raw materials were not to be had and labor was and is almost 'out of sight.' Those three reasons explain the high cost of furniture to-day.

Makers Are Sold Out.

"It didn't take but a few days before manufacturers closed their stores and hung out the 'Sold Out' sign, a thing never known before. And this 'sold out' means for a period of from six to twelve months. In previous years the buyers waited until near the end of the show expecting that the manufacturers would find dull business and cut prices. This year many buyers—the long-headed ones—went to the manufacturers before the show and placed their orders. The others rushed to Chicago and were ready to place their orders on the day the show opened. During the first week manufacturers did more business than they usually did during the entire show.

"Persons who have bought furniture from retailers and have been able to get deliveries are lucky. Others who must wait only six weeks or two months are also lucky, for most of the present buyers will see snow and Christmas trees ablaze before they will welcome the sight of their purchases. I want to say that people buying furniture had better take whatever the merchant has on his floor and can deliver. If they don't then they better sit back and prepare for a long wait.

Lloyd Lands Business.

"The Lloyd Company did more business in the first ten days of the show than during the entire show of past years," said Mr.Dalrymple. "Orders came so thick and fast that we hardly knew how to handle them. We have so much on our books now that we can stop selling now and run at full capacity for several months.

"I don't know what other baby carriage makers sold because I had time only to watch the Lloyd business grow. I know that we had the largest and most attractive exhibit in the show. Our fine, even weave of fiber is known throughout the country and we got business from places and persons never approached in the past. The Lloyd Method and Loom have surely revolutionized the baby carriage business and when we get to making fiber furniture in earnest we are going to need more space than we will have even when our great 400 x 100 feet addition is completed.

"Usually when one line of trade develops to large proportions it reflects on all others. Therefore, I say that this country is facing the greatest era of prosperity it has ever known," he concluded.

PRESENTATION AT BEACH FURNITURE CO.

At the close of operations at the Beach Furniture Co.'s factory at Cornwall, Ont., on a recent evening. George Clark, one of the employees, was called into the shipping room and was presented with a handsome leather upholstered rocking chair and plant stand by his fellow employees, on the occasion of his marriage, which took place the following afternoon. An address expressing the high esteem in which Mr. Clark is held and wishing he and his bride every happiness was read by Arthur Powney, while the presentation was made by Dan. L. Bailey. Mr. Clark was taken completely by surprise, but expressed his thanks and appreciation in a few well-chosen words.

PROSPECTS I HAVE MET.

"Is the office boy on duty to keep people away from me?"

"Yes, sir."

"Is there a bench in the hall on which busy business men may sit while waiting to see me?"

"Yes, sir."

"Is there a hidden lock on the gate that leads into the outer office?"

"Yes, sir."

"Has the telephone girl been instructed to ask all who call for me their name and business?"

"Oh, yes, our telephone girl knows all about that."

"And to consult me before permitting anyone to talk to her?"

"Yes, sir?"

"Is everything arranged here to make it as difficult as possible for people to transact business with this firm?"

"It is."

"Good. Then I'll go into my office and begin plans for our salesmen selling other people."—Exchange.

Selling Talks With Clerks

EVERY man who works back of the counter should be in tip-top shape Monday morning. Whether the inspiration comes from the Sunday service, Sunday air or the Sunday rest, makes little difference if the mental condition is improved. Sunday should be a preparation for Monday. It's a bad thing to come on deck Monday morning with a tired feeling and a disturbed brain. It speaks disaster. It's the morning to have alertness. It's the morning to get busy. It's the beginning of six days of thinking and acting, and a good beginning is a good ending.

Be True to the Firm.

Stand pat for the firm. The fellow that knocks the man that pays him his salary is a poor apology for a clerk. He isn't fit to associate with decent people. Shun him. Praise your store. Stick up for it or get off the pay roll. Generally speaking, the knocker is a bad proposition, but when he knocks his store he comes pretty nearly being a hopeless case.—Modern Merchant.

PREPARING SALESMEN FOR THE ROAD.

A well-known concern puts its salesmen through a five weeks course in salesmanship before sending them out to their respective territories. The schooling is divided into the following five courses of one week each and the subjects are of such a nature that any manufacturer can well establish a similar course of training and be benefited.

1.—The company's history.

2.—The product and its application to various lines of business.

3.—Comparative features of company product and competitive products, advantages and disadvantages.

4.—Survey and analysis of territory, to which new man has been assigned; with list of customers, prospects, buying powers and possibilities.

5.—How to use the company organization when you get into your territory.—New York Furniture World.

GETTING BEST RESULTS FROM SALES FORCE.

The proprietor of a large retail establishment has inaugurated a plan whereby he has stimulated a great interest among his clerks in an effort to beat their sales records. He has divided his salesforce in two teams, each team having an equal number of clerks and as evenly divided as possible. That is, he has used great care to see that one team does not have all the best salesmen.

Each Monday morning each clerk receives a card upon which is a record of their sales for each day of that week for the previous year and each clerk puts forth an effort to beat his own record.

As a special incentive this merchant offers a prize of $10 to be equally divided among the members of the winning team. As this merchant has ten salesmen, five on each team, this means an extra $2 a week to the members of the winning team.

The only condition attached to the offer is that the total sales of the winning team must be greater than the total sales of its members for the corresponding period the year previous. On the wall of his office, this merchant has a chart upon which he enters the results of the previous days, giving the total sales of each member of the two teams, and the clerks may consult this chart each day to see how they are progressing.

This merchant reports that his clerks take a great interest in these contests and they have resulted in increasing his sales better than 25 per cent. And because the teams are so equally divided the prize goes back and forth, one week to one team and the next week to the other team, and neither team has a sure thing of it, that it keeps their interest alive and the results are well worth the costs.—Western Retailer.

FIVE WHEEL BABY CARRIAGE.

The Lloyd Manufacturing Co., Menominee, Mich., makes the claim that "everything about the Lloyd is different." There is the carriage bodies; they are loom-woven. In an effort to prove the rest of the claim Lloyd shows the base of his carriage, where a fifth wheel can be seen as an attachment for the reversible gear.

The one-point or bolt suspension used in attaching the bodies of carriages to the running gear and at the same time permit the bodies to be reversed are not always entirely satisfactory. The constant reversing of the body resulted in a shakiness and rattling.

Marshall B Lloyd corrected this by taking the rim of a wheel, which acts as a turntable, and attaching it to the running gear of the carriage. Then he attached a turntable track to the body of the carriage and fitted it into the rim of the turntable or wheel. The track has a four-point suspension on the body, thus making the attachment to the running gear safe, free from shakiness and rattling. It is one of the "talking points" of the Lloyd loom-woven baby carriages.

SELLING THE SLOW MOVERS.

One merchant puts a red sticker on slow moving goods. When goods of that character are called for, the red sticker calls the salesman's attention to the slow moving goods and he trys to sell them first.—Selling Power.

The "Berth of a Nation" is the phrase used by the Greenpoint Metallic Bed Co. to advertise their trip-lock crib line.

EFFICIENCY

Write us for free demonstration

is the doorway to net profits. The Robertson Socket Head Wood Screw assures efficiency. Used by nearly all leading furniture manufacturers, etc.

P. L. Robertson Manufacturing Co., Limited

MILTON - ONTARIO

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade

SPECIAL ORDER WORK

Life Long Furniture Co., - - Ingersoll, Ont.

Talking Machines in the Furniture Store

SELLING TALKING MACHINES IN SMALL TOWNS

IT is the small town that needs entertainment more than the big cities. The young, especially, crave to see and hear the great actors, singers, musicians, dancers and artists of all kinds. The movies have helped to solve the problem of keeping the young people in the home town, by bringing to them scores of great actors, dancers and mimics whom they could never hope otherwise to see. But it is the talking machine which has been of the greatest educational value, as it enables them to hear all the wonderful instrumentalists and singers as truly and naturally as their more fortunate city cousins. It stands to reason, then, that there is a big field to work in the small towns and surrounding country. But, asks the talking machine agent, how am I going to get people interested? The best way to answer this is to cite some of the methods pursued by various small town dealers who have really met with success in following out their special selling plans in their territories.

A One-Horse Store.

Tim Sammons, Triumph, Minn., has worked up a thriving business with his One-Horse Store. The name was applied in derision when he opened up his store in the diminutive town a number of years ago—but, like the man in the song, when he was handed a lemon he just "made the lemon-aid." He adopted it as the name of the store, and had a cut made of a horse's head, which he uses on all his stationery. Having taken the agency for a line of talking machines he determined to let everybody within auto distance—most of the farmers in the progressive Northwest own a flivver at least—know that he had them, and, what was more, was going to SELL them. He got out a little store paper, which he kept on hand for all who called. In this he told some of the delights of a talking machine as a relaxation after the day's work, while to the younger generation he told how well adapted it was to play dance music. To the musically inclined he told how it enabled one to hear Caruso, and Farrar, and Heifetz; while to the student he showed how foreign languages, with the proper pronunciation of every word, could be learned through its educational records. He likewise made it a point to become the friend of everybody—the personal element counting for much more in rural than in an urban community.



Stores in small towns can easily convert a corner or section of store into an attractive talking machine department.

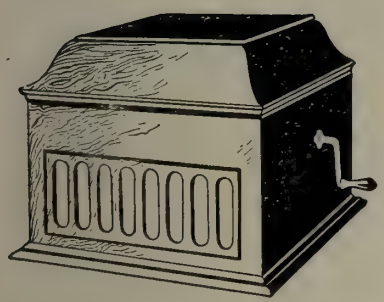
Post Card Plan to Introduce Hits.

One of his clever schemes for working up an interest in new records was his post card plan. He took his son with him to the city to do his semi-annual buying, and while there stepped into a photo studio and had the picture of himself and boy imprinted on a card. He had several hundred of these printed, and below the picture was written: "Alden and I are in the Twin Cities buying our holiday goods, and we have found many wonderful bargains. We will have a part of them on display at THE ONE-HORSE STORE next week, upon our return. Among them are a score of the newest records. We are going to have a concert at the store next Saturday evening. Bring your family and come and enjoy a pleasant social evening." By making his store a community centre he brought out the people for miles around, and while he did not attempt to commercialize his concerts it was very natural that all who came to town would make their needed purchases at that time. His gospel is very simple: "Persuade the people they're losing money by not trading with you, and you can't keep them away from the store. So far as the talking machine end is concerned, if one will keep hammering away at sales of machines, keep a well-assorted stock of records, and advertise freely, he is bound to make a success of his business."

Selling the Farmer Trade.

Ankeny's, Corning, Iowa, situated in the midst of a large farming community, makes a specialty of the service rendered by him. Just as an example, he has established a big stone drinking fountain, with water free for all. Of course scores come in who do not purchase, but they all know Ankeny's, and when in need of merchandise their feet trip pretty regularly in that direction. A talking machine is in operation the greater part of the time, the records containing many classic selections, as well as the latest popular ballads. Mr. Ankeny has fitted up a runabout, on which he can carry a talking machine, and whenever he can get away from the store he is outside soliciting business for that department. He has found this branch of business a moneymaker and limited only by the time he can put in soliciting—in other words, the more time he puts in the larger the sales. Of his plan he says: "After-supper calls are very convenient for the farmers. At that time of the day the farmers have nothing to do and are glad to have such a caller to relieve the monotony of the evening. They can spend plenty of time listening to a demonstration and are more in the

Wanted Furniture and Cabinet Factories



Model A

to figure on our immediate and next year requirements for cabinets.



Model C

Owing to the enormous demands for the

Pathephone

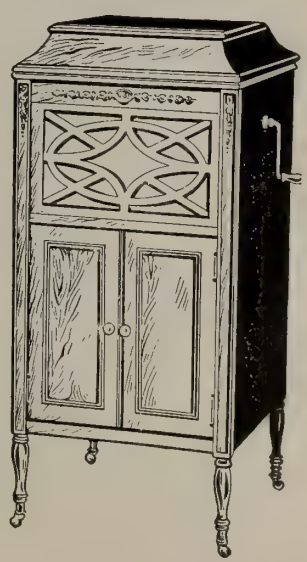


Adam Type

it is necessary for us to place orders with several new factories to take care of our dealers' wants.

We are in the market for types illustrated, in lots of from 3,000 to 10,000 each.

If you are in a position to manufacture any part of our cabinet line, now or at a future date, communicate at once with



Georgian Type

Pathe Freres Phonograph Co. of Canada, Limited

6 Clifford Street - - - TORONTO

mood to buy than they would be if approached during the busy hours of the day, thereby greatly increasing the chances of making a sale.

Children's Interest Worth While.

Now that school is about to open the children may be made very active agents for giving publicity to talking machines. Lansburgh & Bros. recently boosted their sales by offering a handsome Grafonola to the room in the public schools whose purchases for the month amounted to the greatest sum. Anybody could have his purchases credited to any room he desired, and the way those children did pull for their respective room was good to see. The plan worked a threefold advantage, it increased the general sales, it called attention to their talking machines, and it created a demand for more records—for with every machine sold there was a new market for records.

Striking Display of Records.

And speaking of records, in order to get them before the public they should be displayed in a striking manner. A trim that could easily be arranged by any dealer was noticed in one of the small towns of northern Illinois recently. In the background was built a bamboo arch—laths could be substituted with paper flowers and the end hung with gay Chinese lanterns. Fastened to this arch and displayed in wire racks down in front were a number of huge paper sunflowers, each having one of the black records for a heart. Set in the archway was a big black card, lettered in white and gold, with the name and price of a number of the latest vocal and instrumental hits. Such a display is bound to bring results, for it is the getting away from the stereotyped and the commonplace that counts to-day.

TRYING THE RECORDS AT HOME.

A successful plan to increase business during the summer months was put into effect by an American concern which operates retail stores in New Jersey, and the plan might be adopted by dealers in Canada this fall.

The plan was tried out with one man. A list was formulated of the good customers, many of them having large accounts. The salesman took a small case full of records, and went his way. He set out to cover each one of these customers by a personal call, with a black portfolio or brief case filled with records. So as to protect the records a piece of corrugated cardboard was placed between each two records. The record collection contained about fifteen selections with perhaps duplicates of five of these. The selections were made up of the very latest pieces, of which the company had a good stock, and included operatic, standard and popular numbers.

The idea of the original plan was simply to drop in on the customers during the hot summer afternoons and evenings while the family was enjoying talking machine music and to play for them a number of the selections which it had probably been too hot for them to go to the store and hear, and to take orders for delivery next day for such records as the customers might designate.

MUSIC AS SHELL SHOCK CURE.

A course in musico-therapy designed primarily for those interested in the reconstruction of invalided soldiers, but also useful to those who come in contact with the blind and deaf and sufferers from nervous disorders, has been started by the Department of Extension Teaching at Columbia University.

The subject matter of the course covers among other things the "place which musico-therapy fills in relation to vocational re-education and occupational therapy; mental and nerve actions of shell shocked men: effects of keys, rhythm, dynamics, timbre, color, pitch and vibratory musical massage for curative results: the curative musical workshop, and danger of wrong and value of right musical treatment."

CANADIAN PHONOGRAPH MANUFACTURERS ORGANIZE.

The Canadian Phonograph Manufacturers' Association has been formed at Toronto with the following elected officers: President, W. D. Stevenson, of the Starr Co., London; vice-president, O. C. Dorian, of the Pathe Freres Phonograph Co.; treasurer, S. L. Cooke, of the George McLagan Furniture Co., Stratford; secretary, J. A. Fullerton, Toronto.

A committee was formed to deal with the exporting of phonographs. It is felt, in this connection, that a wide field is open to Canadian manufacturers of phonographs for trade within the Empire. Efforts will be made with a view to producing more advantageous freight rates than those which now exist.

TALKING MACHINE TRADE NOTES.

The Vernaphone Co., has been registered at Montreal.

Comte & Bernier, phonograph dealers, Montreal, have been registered.

Ideal (Reg) Sewing Machines and Gramophones has been incorporated at Montreal.

The Phonograph Sales Co., Montreal, has changed its name to Phonograph and Supply Co.

The Canadian Symphonola Co. intend appointing Western agents and going strong after trade out there.

A. E. Landon, assistant manager of the Canadian branch of the Columbia Graphophone Co., has been promoted to the post of manager, succeeding James P. Bradt.

The Fauver Music Co., with headquarters in their Yonge Street store, Toronto, have opened branches in the Danforth and St. Clair districts. They contemplate also locating three other retail stores in various parts of that city.

IN SELLING A CUSTOMER.

Don't neglect the fact that legs often make up for brains in getting orders—although one isn't much good without the other.

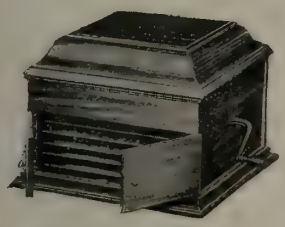
Don't neglect to read the trade journals in your line.

Don't smoke in the presence of a prospect unless he invites you to do so.—Pacific Furniture Trade.

GRAMOPHONE FACTORY FOR ST. THOMAS.

Announcement has been made that another manufacturing company will be established in St. Thomas, Ont., in the near future. This industry will be known as "The St. Thomas Cabinets, Limited," and will manufacture gramophone cabinets, for which it is stated there is an unlimited market. The capital stock of $100,000 was subscribed in St. Thomas and it is expected they will employ 150 hands.

PHONOLA



B $82

The great success of the PHONOLA is due to the wonderful reproduction of every sound—not a whisper or a tone is lost—voice, violin, piano, or band.

We recently enlarged our plant, which will mean increased production—this proves that the keynote of our success is due entirely to the high quality of our phonographs.



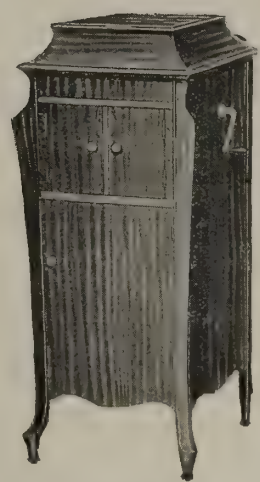
G $32.50

PHONOLA RECORDS



Grand Duke $185

are also a part of the Phonola dealer's proposition—all the hits when they are in big demand recorded by leading singers, instrumentalists and bands—90 cents a record—a hit on both sides.



Duke $155

SPECIAL ANNOUNCEMENT

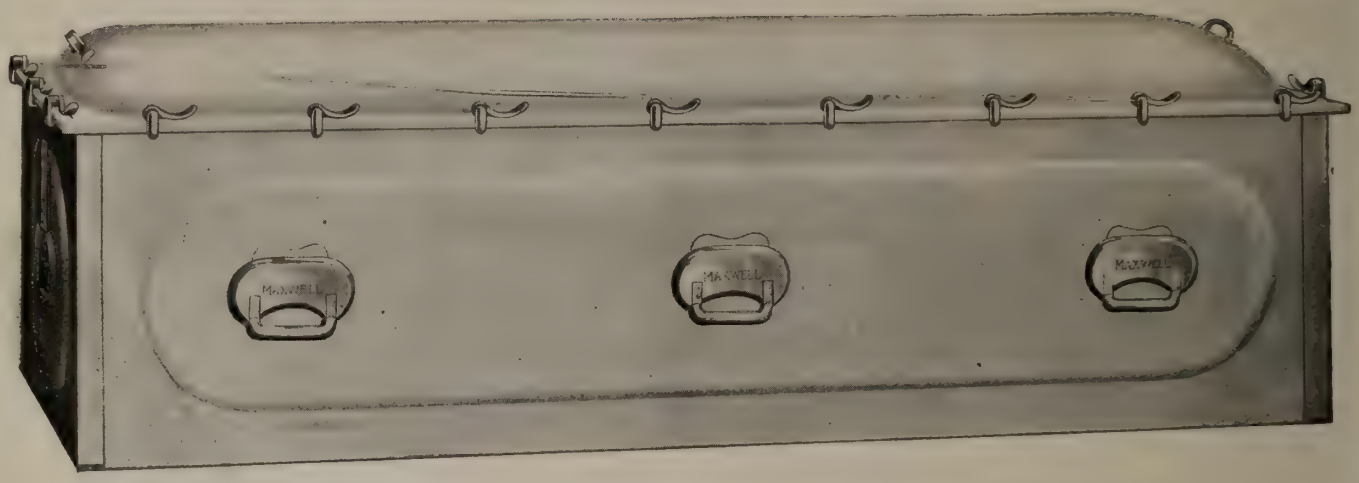
Our first bulletin of new Lateral or Needle Cut Records just issued. Write us for Bulletin No. 1.

Phonola Co. of Canada, Limited

Kitchener - Ontario

The Standard Vault

THE MAXWELL



Manufactured Exclusively of Copper Bearing Steel

This material is now acknowledged quite generally to be the most rust-resistant steel or iron available for the manufacture of steel vaults.

Its Superiority

authoritatively proven by recent comparative tests, has been acknowledged by the many manufacturers who have adopted it.

We were among the first. ***Many others will follow.***

We Are Pleased to Announce

that all our goods are now constructed exclusively of this material, and that recent reductions in the cost of same will enable us to do this without any advance over our regular list. Write your dealer for prices.

As we have been using Copper Bearing Steel for the past five years in our well-known and justly celebrated Copper Alloy Vault, we are now in a position to use it exclusively.

We are offering it in our Regular Aluminum and Gold Finish at our regular list price. If desired in the Copper Bronze Finish with White Enamel Interior, there will be an extra charge of three dollars for the adult sizes. Carried in stock by all leading jobbers. Write for prices.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

THE PROFESSION IN WESTERN CANADA

Visit paid to Western trade by representative of Canadian Furniture World and The Undertaker

Tom E. Simpson, M.P. of Sault Ste Marie, Ont., besides being chairman of the Examining Board of Embalmers, has been one very busy person just lately. Tom says, "One can never tell which way a mule is going to kick nor how a woman is going to mark a ballot."

Cameron & Jenkins, of Fort William, Ont., have added a new Reo hearse and a McLaughlin touring car to their auto equipment.

Sydney Richardson (known as "Wee Wee") with A. W. Miles, Toronto, and formerly with S. A. Morris, of Port Arthur, Ont., has lately begun business for himself in the latter city, and reports a very favorable patronage to date. Mr. Richardson has many friends among the trade and the travelers who wish him good luck and a long happy life.

Colin E. Woods, Fort William, Ont., is again managing the funeral directing for Henderson & Co., of that place—who have lately added a new Oldsmobile eight to their motor equipment.

Chas. Crossland, manager Winnipeg Casket Co., of Winnipeg, Man., in addition to having given the Ontario convention his pleasant smiles and personal attention, in September, has lately been on the charitable mission of visiting the trade throughout Manitoba, Saskatchewan and Alberta, telling them how they too could have the time of their lives by coming to the "X," seeing Toronto and attending the Fall Convention. Go to it Charlie. We are not only pulling for you, but we thank you from the bottom of our hearts.

Thompson & Company, of Winnipeg, Man., have been very busy of late, their entire force being kept going from morning till night. And old Doc. Ferguson is smiling because they haven't had time to make any of that good Buffalo fluid, they have sold and used for years—of course our smiling "Doug" wouldn't smile if he wasn't confident of the substitute Thompson and Company have chosen.

Manager Geo. Thompson, Western Casket Co., Winnipeg, Man., reports business good as usual and that his partner, Mr. Robinson, is spending most of the time on the road of late.

D. A. Mordue, lately returned from France, is assisting his uncle, Wm. Clark, of Clark Bros. & Hughes, Winnipeg. This firm have lately added a new Oldsmobile eight to their equipment.

The two firms of McKillop and Orr, Portage La Prairie, Man. have lately conjoined under the above title. Hoping to have continued success they have retained for their assistant William Roadhouse, who was formerly connected with Mr. McKillop for many years. Young "Doug" McKillop is acting as bookkeeper.

Geo. Speers, of Regina, reports business excellent. Says his health is good, just good enough to show some of his crack shooting during the present duck season. But it wasn't duck shooting that took him all dressed up over to Moose Jaw, in company with the very esteemed Chas. Crossland, lately. Just fun. Did they have it? That pair? Eh, Bo!

Norman Bellamy and Jack Droppo, of the Bellamy Furniture Company, report undertaking fair, furniture business good, but mention that very little can be expected from the wheat crops in that region on account of the extreme drought, in and around Moose Jaw, Sask.

Broadfoot Brothers, Moose Jaw, Sask., have had a very nice furniture business, but mention it will be necessary to carry accounts over another season, in many cases, owing to the Wheat failure in their district. "Mac" McKenzie, funeral director for the firm, has lately discontinued smoking. Mac. says with a smile, "It isn't me Canny Scotch, it's fur fear of fire. We can't spare the water to put one out it's been so dry around here." Safety first.

W. S. Yule, Swift Current, Sask., has lately returned from an Eastern visit, where he attended the Toronto Convention, the National Convention in Atlantic City, and called on a great many of the trade in the Orient of this continent. Mr. Yule says he wasn't only hunting a cool spot, but a golf that he could see across that wasn't dusty. It is said that recently the golf tournament in Swift Current, Mr. Yule was awarded a wonderful medal for finding and returning balls to their proper owners and in addition to this he won the gold honors.

Jessop Nott, of Medicine Hat, Alberta, has recently finished one of the most up-to-date garages in the West.

NOW—ALTOGETHER

It is built of brick and cement, has special apparatus to call attention when the temperature goes low enough to be dangerous or a near menace to a water-filled radiator; in addition to this the windows and doors are fire-proof with metal and asbestos; and in the event of a fire an alarm will ring all over the premises and in the city department. All this is in protection of a new Meteor hearse, a Cadillac combination conveyance and a Cadillac touring car. On the floor above is his general stock of rough boxes and caskets uncrated. This feature not only means a safety attachment, but it makes insurance much more reasonable.

T. S. Fetterly, of Lethbridge, Alta., is lately making very good use of his surplus help; when they are not employed in undertaking. He has equipped his basement with all the necessary tools and machinery for the making of caskets of the cloth covered designs, and some wonderful work along that line has been turned out this fall, for his own use only. In remarking, Tom said, "See that new Dodge limousine? Well we will have to carry accounts here for another year, account of the dry spell this summer, with no wheat now, and that is one of the very few new cars that has been unloaded in Lethbridge this fall. We earned that in the cellar, making those caskets." Whoo ray, Tom. Goodnight H.C.L.

Harrison and Foster have employed H. J. McKenzie, an embalmer who was formerly with Wrays of Montreal, and Gordon Co., of Kamloops, B.C.

A. M Shaver, of Calgary, Alta., has added a new McLaughlin master six to his motor equipment.

David and James McCall, of the Graham, McCall & Ruttle, Ltd, Calgary, Alta, have lately purchased a Gray Dort for their private use.

B. H. Armstrong, Calgary, Alta., has lately put out some very neat continuous calendars, in the form of a telephone pad, held by a brass frame and the calendar which is at the top can be used as long as time extends, by changing certain cards to conform with the day and date of the present year.

Cushing Bros., casket manufacturers, Calgary, Alta., report business very good in their line, which also extends into the output of great quantities of frame building material for use in constructing houses. Their plant is one of the largest in Canada, their casket department being added within the last few years. C. F. Davison has charge of the latter.

Geo. B. Thompson, past Mayor of Fernie, B.C., which office he held for years, lately resigned in favor of his last honorable opponent, who was appointed by acclamation. Mr. Thompson's undertaking and other duties made it impossible to assume so much responsibility. Moreover, Mrs. Thompson, who was not long since chosen to represent Fernie's most popular and beautiful lady, told our correspondent that she considered herself entitled to some of his time, instead their good city was demanding it all. Wives, your'e right. Keep 'em at home—a husband must be buried when he has worked himself to death, whether it is for the good of his community or as a funeral director.

The Chowne Chemical Company, Ltd., Vancouver, B.C., owned and operated by the Chowne Brothers, of that place, lately returned from the front, have added to their compounds a new embalming fluid called "Perfect," which is meeting with splendid favor wherever it has been tried.

Center & Hanna, Vancouver, B. C., report business as usual—and we must say that a good deal of the latter may be laid at the feet of their manager—that good congenial and well liked fellow among his opposition as well as their patrons, W. E. Reynolds, better known as "Ben," who was heard to answer the phone one day, and in response to inquiry he answered, "Reynolds, talking," in a modest unassumed sort of a way. His tone was soft. For that's the way Ben talks. But the way he said it drew the confidence of the listener, who wasn't obliged to hear that egotistical prefix "Mister" which many of us are apt to stick on first when we are looking for an order. Ben, you're there. And you are in the proper place We don't care about calling you to our house urgently—unless we have to, but we would be proud to if we did have to, how's that?

T. J. Kearney, Vancouver, B.C., just returned from a trip back East and home, where he visited Toronto Convention and Exhibition. Tom is looking much better for his holiday and intends to take another occasionally instead of sticking with his nose to the grindstone of business so continuously as in the past. He brought with him a new seven passenger limousine.

Messrs. Armstrong and Hotson, 304 Donlevy Street, Vancouver, B.C., are in search of a young man who would like to stick in the business and who would prove himself competent to be trusted in the absence of themselves. They would allow him a very nice suite of two rooms in their brick structured building, and to the proper man inducements would follow. Write to them boys. Give reference and other information.

Mr. Bert Semmens, manager of the Vancouver Casket Company, Vancouver, B.C., reports favorable and has to show some of the most choice hardwood cases procurable. Bert is quite a young man, formerly from Hamilton, where his life was spent prior to sojourning to Vancouver. He knows the casket game from start to finish. And referring to his father of the Semmens and Evel, he says, "Why the duce shouldn't I make hardwood caskets, ain't I a chip off the old block?"

Mr Bell, formerly of Victoria, and lately returned from France, is now assisting D. J. McPhalen, proprietor of the Independent Undertaking Company, of Vancouver, B.C.

Mr. Malsby, proprietor of the Grote Company, Vancouver, B.C., is quite a shooting fan, claims that as long as the ducks are good eating and alive he is praying for the people to live also in hopes that he may have sport in the marshes, and prefers the latter to leading some poor friend to the grave.

Mr. McAlpin, who travels for the Imperial Casket Company, of Vancouver, lately returned from an Eastern trip on business for his company, where he reports business exceptionally good. Mac formerly traveled for the Dominion Manufacturers out of Calgary, and has scores of friends who join in his well wishes

Mr Gorrie, formerly a wheat grower in the drouth section north of Calgary and lately returned from over-

BOOST FOR THE

NEAT DESIGNS

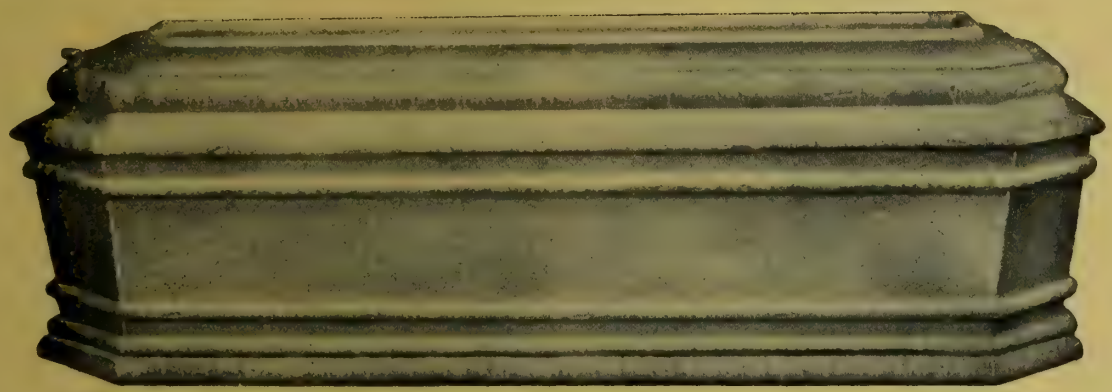
DOMINION SERVICE

BEST QUALITY

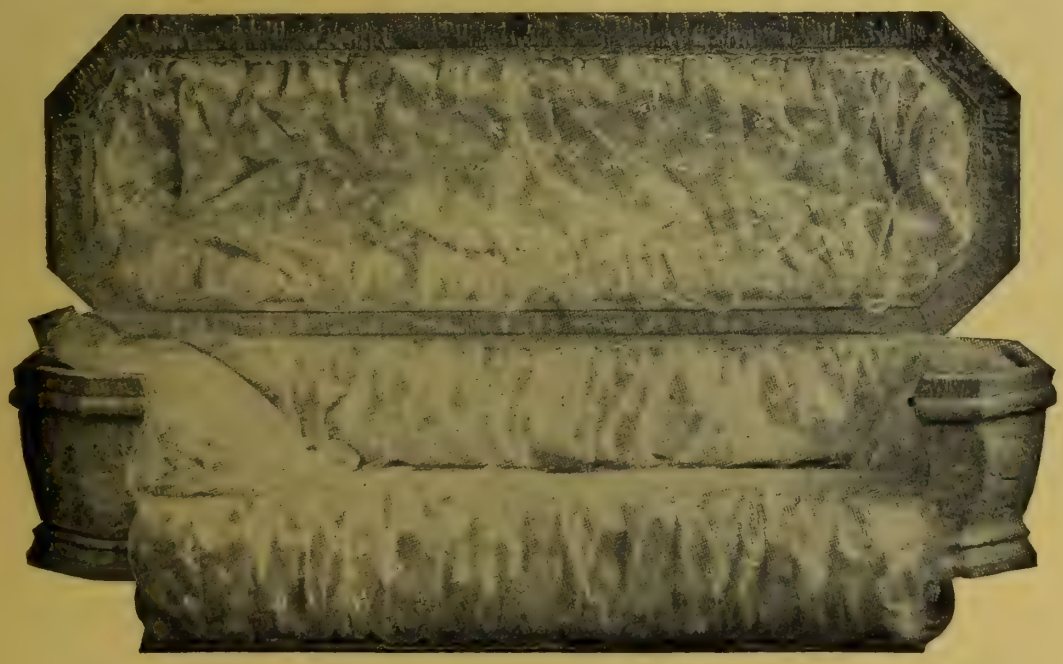
ATTRACTIVE CHILDREN'S CASKETS

SERVICE GUARANTEED

QUALITY GUARANTEED



No. 700—Covered with White Embossed Velour. Octagon End. Detachable hinged lid. Blue or white beading



No. 701 Couch—Covered with White American Embossed Plush: Drop side. Full lid Beautifully upholstered in Art Silk.

"Our line is complete—Our organization is at your service"

Dominion Manufacturers, Limited

Head Office and Showroom:
109 Niagara St., Toronto, Can.

SERVICE IN DESIGNS

DOMINION SERVICE

SERVICE IN QUALITY

Spartan Sprayed Caskets

—SPARTAN GOLD — SPARTAN COPPER—
—SPARTAN SILVER — SPARTAN BRONZE—



No. 601 H.P. Upholstered in silk and trimmed complete. Finished in any of the "Spartan" shades

Spartan Hardware

WILL NOT TARNISH
IS VERY APPROPRIATE
IS SOUND BUYING

Our Branches are at Your Service

BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited London, Ont.
Girard & Godin, Limited Three Rivers, Que.

The Semmens & Evel Casket Co., Limited Hamilton, Ont.
Christie Bros. & Co., Limited Amherst, N.S.
The Semmens & Evel Casket Co., Limited Winnipeg, Man.

The D. W. Thompson Co., Limited Toronto, Ont.
Girard & Godin, Limited Montreal, Que.
Vancouver Casket Co. Vancouver, B.C.

Our Motto: "The Best Goods at Fair Prices"

Dominion Manufacturers, Limited

Head Office and Showroom:
109 Niagara St., Toronto, Can.

seas, has joined forces with Center and Hanna, of Vancouver, B.C., who say that he has taken to the work nicely, and hope to retain his services.

Mr. Perry of the firm of Perry and Mack, Vancouver, B.C., is contemplating a trip back East, to visit the old home and friends. Let us all join in a hearty welcome to Mr. Perry, who is one of the veterans whom we will be just as glad to see as he is to see us. The sooner the better Mr. Perry, and please visit this office.

Geo M. Williamston, manager Harron Brothers, Vancouver, B.C., lately visited Toronto and relatives. While there Mr. Williamston was called home upon urgent business; but he whispers to us that besides undertaking there was another reason he was hurried back—the wife and two little fellows became homesick for him. Come again George, they'll miss you less every time.

W. J. Barker, of Winnipeg, recently entertained his nephew, Mr. McConnel, just returned from overseas. In fact Uncle Billy is making it so pleasant for the boy that there is a possibility of the latter remaining on the job—and we think the pleasantness would be mutual.

David Nunn, 531 Homer Street, Vancouver, has recently assumed the entire interests of the former firm of Nunn, Thompson and Glegg, which will continue under the latter name as usual. Recently Mr. Glegg's health failed and it was necessary for him to find a climate more suitable. Herbert Clegg is a person who both the trade and patrons liked as a knowing man around funerals, for he was in that business as in private like, kind, considerate and at all times a gentleman; and his colleagues and travelers as well as ourselves wish him a complete recovery as well as we extend our most hearty wishes for a continued success to the now sole proprietor, Mr. Nunn.

HE LIKED CANADA.

R. R. Loudan, funeral director and embalmer, of Armagh, Ireland, who recently visited Canada, has returned home and in an interview given the Armagh Guardian, had this to say of his visit:

Leaving Ardrossan on the "Fadden Head," by the northern route, on July 10th, gales were encountered; on the 12th the huge airship R34 crossed their path at a considerable height, but the throb of the engines was heard distinctly. The ice zone was entered four days later, and the air became bitterly cold; whilst here a wireless was received to the effect that the liner "Grampian" had struck a berg, and had put into St. John's badly damaged. A heavy fog was next run into, which kept the boat engines shut down for a considerable time. This was eventually cleared, and shortly after Father Point, the first land to be seen on this route, was sighted.

On the St. Lawrence River the heat made things much more comfortable, and Montreal was reached in due course on the 24th, whence Mr. Loudan proceeded by night train to Toronto, the destination not being reached until 9 a.m. Here he called with his cousin, John W. Loudan, formerly of Armagh Cathedral Choir, and now president of the Standard Bank, Toronto.

Niagara Falls (Ontario), was the next place visited, this being an annual meeting-place of some of his many friends, and a six weeks' stay was made. Returning



R. R. LOUDAN
A recent Irish embalming visitor to Canada.

to Toronto and the exhibition there, our narrator was fortunate enough to see the civic reception to the Prince of Wales, which was on a very elaborate scale.

In the exhibition there was a fine display of agricultural machinery, and tractors, for the locomotion of these were a great attraction. There was a good class of Holstein cattle, and a considerable number of horses.

Irish Flax Best.

In the flax exhibition Mr. Loudan was interviewed by a representative of the "Toronto World," and asked his idea of the difference between Irish and Canadian flax, expressed himself very strongly in favor of Irish grown. "Heaven would have to provide them with a different soil and climate before they could compete with Ireland," he said, "neither did they know how to handle it in retting and scutching." The flax on exhibit was short, shrubby, and brittle; the stalk was rank and the fibre lacking in oil.

Corn and oat crops were light, with potatoes and wheat average.

Interest in Ireland.

The feeling generally was that Ireland was in a desperate state of political rupture, but Mr. Loudan pointed out that Ireland was never in a more prosperous condition—that the farmers never had better times, and when they were doing well general business was bound to be good also.

Mr. Loudan met many people who had been connected with Armagh and before sailing from Quebec Mr. Loudan said he had made up his mind Canada was in a lively condition, fully recovered from the effects of the war.

SEEING THINGS

Magistrate—And what was the prisoner doing?

Constable—'E was 'avin' a very 'eated argument with a hearse driver, yer honor.

Magistrate—But that doesn't prove he was drunk.

Constable—Ah! But there weren't no hearse driver, yer honor.

CANADIAN NATIONAL

In The Good Old Summer Time

BOB FLINT, Doc. Ferguson, the boys at the school, the Professor, and a number of the conventionites have been asking "What about the picnic at the Island this year; why don't you publish the result of the games?" As an excuse we have to say that feeling somewhat sympathetic towards the funeral directors, who are friends of ours, we did not wish to stir up any ill-will between them and the travelers. The latter, we know, are able to look after themselves.

Now that Joe Phelan is home on the farm, and any



Charlie Greenwood made an acceptable chairman. He keeps on improving. The above is the artist's conception of Charlie last year and this.

animosity felt towards him as an alleged umpire has disappeared, we think we may safely publish a gist of the proceedings of the picnic.

The baseball game was the first item on the program, and remembering the trouncing of last year, both teams were out for blood. Will Britton was working captain of the F.D.'s and Bob Flint, bench manager of the Travelers, with Norman Craig working on the field. With two such it is no wonder the Travelers won. Here are the official figures.

	1	2	3	4	5	6	Total.
F.D.'s	1	0	0	0	3	4	— 8
Travelers	1	3	5	1	3	8	—21

The other games and races resulted as follows:—

100 yards, open to members under 25 years.—1st prize, case of Canicula Embalming Fluid, donated by W. K. Murphy, T. C. E. Godin, Toronto; 2nd prize, box of cigars by C.E.A., R. M. Fleury, Toronto; 3rd prize, confectionery by C.E.A., W. H. Bickley, Toronto.

75 yards, open to members between 25 and 35 years. Umbrellas donated by Dominion Manufacturers, Ltd.—1st prize, C. C. Butler, St. Catharines; 2nd prize, P. S. Moffatt, Toronto; 3rd prize, C. C. Barlett, Weston.

Old Boys' Race, 75 yards, open to members over 35 years. Three prizes—umbrellas—donated by The St. Thomas Metallic Vault Co., Ltd., St. Thomas, Ont.—1st, C. M. G. Smith, Barrie; 2nd, R. Maddocks, Toronto; 3rd, A. McNiven, Guelph.

Fat Man's Race, 200 pounds or over, open to members. 60 yards.—1st prize, case of Eckels' special "Zero" embalming fluid, donated by H. S. Eckels and Co., D. M. Steadman, Petrolea; 2nd prize, donated by Central Casket Co., A. L. Hancks, Toronto; 3rd prize, box of cigars, D. Munro, Shedden.

Ladies' 50 yards dash, open to wives and daughters of licensed embalmers. Prizes donated by Elliott Brothers, Prescott and Hamilton.—1st prize, Mrs. W. A. Hunt, Belmont; 2nd prize, Mrs. L. Barlett, Toronto; 3rd prize, Mrs. Hanna.

Handicap Race, 75 yards, open to proprietors actively engaged in business. Prizes donated by Evel Casket Co., Hamilton.—1st prize, lady's or gent's robe, value $5.00, R. L. Moffatt, Toronto; 2nd prize lady's or gent's robe, value $3.00, C. A. Butler, St. Catharines; 3rd prize, lady's robe, value $2.00, Jas. McFarquhar, Toronto.

Assistants' Race, 100 yards, open to students at this year's school. Donated by Canadian Furniture World and The Undertaker.—1st prize, 24 months paid up subscription, C. H. A. Stager, Hespeler; 2nd prize, 18 months paid up subscription, L. M. Crandall, Tillsonburg; 3rd prize, 12 months paid up subscription, L. C. Carle, Tillsonburg.

Turnstile Race, for C.E.A. members. Turn round turnstile six times blindfold and race to wire 20 yards. Prizes for best time. Serving trays donated by Gendron Mfg. Co.—D. M. Steadman, Petrolea, and P. L. Moffatt, Toronto.

Walking Race for members' wives, 50 yards. Two prizes donated by A. J. H. Eckhardt, 43 Scott Street, Toronto.—1st prize, silver cream and sugar, Mrs. Ward, Toronto; 2nd prize, silver berry spoon, Mrs. Barlett, Weston.

Wheelbarrow Race for the C.E.A. huskies, 60 yards. One double prize of half a dozen shaving cream.—S. C. Carle, Tillsonburg, and L. M. Crandall, Tillsonburg.

Thread and needle partner race for ladies and travelers. Box of candy for lady, tie for traveler—Mrs. Hunt, Belmont, and Jack McLaughlin, Toronto.

Clothes Pin Race for members. One prize, mahogany service tray donated by E. Schierholtz, Toronto.—C. A. Butler, St. Catharines.

Peanut Race for ladies. 25 yards. One prize.—Mrs. Knechtel, Toronto.

Biscuit Eating and Whistling Competition.—W. N. Knechtel, Toronto, and L. C. Barlett, Weston.

Two Marble Throwing Contests. One to members and travelers. Two prizes.—D. M. Steadman, Petrolea, and Tom Chadwick, Toronto.

The tug-o'-war contest was barred on objections

ASSOCIATION FOR 1920

raised by Charlie Smith and Doc. Ferguson. Charlie had on his white tennis trousers and Doc. had on his red shirt. Both wanted to go to the show in the evening and did not feel like wearing an overcoat all night—objection sustained by Secretary Matthews, all others wishing the contest on.

The banquet followed at Hotel Manitou, as the menu card stated, to "celebrate peace and victory." After the various courses with battlefield flavor from soup to nuts had been disposed of the following toasts were honored: "The King," with music; "Canada," Mr. Godwin of Dominion Manufacturers, who gave a very fine patriotic address; "Our Visitors," Pat Fitzpatrick, St. John, N.B.; Norman Bellamy, Moose Jaw; Prof. Renouard, New York City; A. B. Gardiner, Winnipeg. "The Travelers" toast made Mr. Coles, sr., grow reminiscent of the early days of manufacture, and "The Ladies" put J. A. Oates, of Detroit, in his element, so much so that Art McCabe said it was the best he ever heard.

Retiring President Brandon spoke of the Association and Secretary Matthews told of the growth of the Association during the past four or five years. This year's meeting was the best in point of attendance of any recent year, over 200 members coming to the session.

Interspersed with the speeches were a number of songs and musical numbers contributed by Jules Brazil and Will White. Both these gentlemen gave everything that could be wished and were exceedingly funny.

The trip home on the ferry was enjoyed by all. The charming sunset, the lights at Hanlan's, and the soft lapping of the waves put the young people and spooning couples in fine good humor. Ask Jack McLaughlin if this poetry is not all right.

BASE HITS AT THE ISLAND.

The F.D.'s baseball team was made up of Bickley, Button, Huson, Butler, Steadman, Climenhage, Hines, Hilliar, Barlett. And the Travelers had these alleged players—McLaren, Doc. Ferguson, Craig, Walsh, Fitzpatrick, Wansborough, Fluery, Smith.

For the benefit of all, we want to say that Joe Phelan is a good umpire. In the old days Joe was some player, both on the baseball and lacrosse fields. "Why in Elora, way back in the eighties—or was it seventies"—as McNeven says, "Joe was the king of them all."

And another surprise was T. L. Moffatt. Entering as a veteran he beat out most of the spring colts.

"Doc." Ferguson had his batting eye this year. Remember how he fanned last year. Well, he has been pulling up "champion" form. He had two home runs and cleared the bases in the second.

Where were our two heroes of last year—Newton Boyd and Bill Edwards? They kept pretty close to cover this year.

As L. A. Ball remarked "Come up to our town and see the 'Saints' play."

That was some hat of Joe Phelan's. When Charlie Johnston of Indianapolis was sent to help Joe umpire on the bases he kept wondering whether it was a balloon or a cloud prevented him from seeing some of the plays. Wonder whether this is the cause of the travelers winning?

The judges appointed at the races were A. L. Godin, Fred Elliott, A. B. Greer, A. J. Stough, Walter Evel and Bob Cooper. But we had to call in as assistants Mr. Coles, Sr., Fred Wray of Montreal, and several of the other boys, members of the Association.



Here we have our aquatic hero, N. B. Cobbledick. He is showing the boys how they do things down at "the Beach." Prof. Renouard says it beats Coney Island.

G. F. Steele, of Forest, one of the younger fry, helped out well with the sports. So did Will McLaughlin, of Listowel.

Who said "Pickles?"

Knechtel and Barlett were non est at the banquet. Ask the Professor what it means. Soda biscuits before dinner fill up that aching void.

Yes, Charlie Bolton was there; so was Tom Porter and his high topper.

Harry Ellis did not cross the bay. His trip to Cobourg earlier in the season was enough sight of water for him.

Norman Craig, for a wooden-legged man did very well on the base lines.

That fellow with studious look and books under his arm was A. A. Jackson of Sudbury.

Bill Bulton's averdupois came down some few pounds during the afternoon.

Pat Fitzpatrick from St. John was a wonder. Flint says he is an old ball player. He looked like the Eastern Star all right.

And Mrs. Fitzpatrick is some racer, too.

CANICULA EMBALMING FLUID

That velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY
366 Bathurst Street - TORONTO, CANADA

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels. Ph. G.

ARTICLE XIII.

What I do mean to say, however, is that good embalming cannot possibly be done by the use of this type of fluid. To secure perfect circulation, it is necessary to secure perfect saturation. You cannot get saturation when the entrance to the capillaries and even the minor arteries themselves are sealed up the moment the astringent fluid touches them.

Let us lay aside the fact for the instant that, when these minor arteries and capillaries are thus sealed up, that in them is to remain and decay the stagnant blood with which they are gorged and which, showing through the surface of the skin, produces what we know as putty color—or worse.

Let us for a moment lay this thought aside and consider only the questions of circulation, penetration, saturation and preservation. To secure thorough circulation, perfect penetration and complete saturation must be secured. If raw formaldehyde fluids in their great strength will not secure this penetration and this saturation, how then must we proceed to attain them?

No embalming fluid ever manufactured had all or exactly the properties the blood has, but a peroxide of hydrogen fluid diluted to its extreme—and I might almost say—beyond its extreme—for the first part of our injection will go where an astringent raw formaldehyde fluid could not possibly be forced.

Each bottle of RE-Concentrated peroxide fluid will make a gallon of peroxide fluid of standard strength.

Yet, even this is stronger than it should be to best serve our purposes for the primary injection. After we have mixed our fluid to this strength, let us take a quart, put it in a half-gallon bottle and then fill it with water.

As soon as the tubes are inserted, inject this slowly. The result will be that it will secure the widest possible diffusion of our preservative elements. Moreover, its action on the walls of the minor arteries and capillaries will be strengthening instead of corrosive. It will make them firmer, restore collapsed conditions wherever found and generally bring them back most nearly to the tubular condition in which they are found in life.

If we allow a short time to elapse in order that this diluted but penetrating fluid may be permitted to do its work, then we may follow up this injection first by fluid in the normal peroxide strength and later, if necessary or desirable, by still more of the RE-Concentrated fluid mixed in its formaldehyde strength.

There is no possible doubt that by following this method, fluid easily may be carried to parts of the body which could not possibly be reached with an astringent raw formaldehyde fluid.

I hear many embalmers say that this is too much trouble and that it takes too much time.

I heard the same complaint years ago when the Eckles-Genung axillary method of embalming first was introduced. Many of the old-timers fought it because they claimed that their method was easier even if not quite so good.

It was so much the easier, they said, to make the incision for the brachial artery and to stab the heart







D. M. Steadman, of Steadman Bros., Petrolia, Ont., their furniture department (Mr. Steadman in light suit) and new motor hearse just added to equipment. Mr. Steadman is the embalmer and funeral director of the firm, and is a member of the C.E.A. He won the serving tray in the turnstile race at the recent convention picnic. The firm has been ten years in Petrolia, and is doing an increasing business year by year.

with the trocar. If they missed the heart and failed to secure a sufficient flow of blood from the right quarter, they had only to shrug their shoulders and explain to the family that this was a very difficult case; that they had done their best; but would have to advise either paint or keeping the casket closed.

They could "get by" on this at one time, but they can't to-day and the result is that the method of injecting fluid through the axillary artery and draining blood from the axillary vein at the same time is and has been almost adopted.

Business conditions have changed; too many people have seen good embalming to permit themselves to be hoodwinked by poor work. The undertaker of to-day must produce good results no matter how great the trouble, or go out of business.

I am willing to grant that it is a little bit more trouble to think first just how far this double injection must be carried and then perform the operation in accordance with your observation than it is to simply mix up fluid according to the directions put on the bottle by a man who never embalmed a body and then run a race with time to see how quickly you can inject it.

But the difference in the results attained, even from the preservative standpoint alone are quite worth the added labor.

When we come down to the question of cosmetic effect, there is no possible question but by using the double injection method that we can secure a better cosmetic effect than in the old-fashioned way with old-fashioned fluids.

Very shortly after death, the blood separates and the red corpuscles which give it its color gradually begin to disintegrate. In a very short time, if allowed to remain in the arteries, veins and capillaries, they will strain the walls irreparably, especially in the presence of raw formaldehyde fluid, which has a tendency to glue them fast and render hopeless all subsequent attempts to remove them.

If we wish to wash them out, obviously we must do it by a fluid which first will penetrate and second will not fix them to the structure of the capillaries themselves.

Greatly diluted peroxide fluid will wash out the capillaries; raw formaldehyde fluid cannot even penetrate them.

The reason for this is quite obvious when we recall that the capillaries are so small that in many cases it is necessary for the blood corpuscles, even when life exists, to traverse them single file and even to flatten themselves out to secure a passage. If we, therefore, tighten up, astringe, decrease the size of and even close these capillaries, how is it possible for us to force through them the corpuscle which could barely make its way through in life?

To be continued

Professional Notes

Henry Harmer, funeral director, Southampton, Ont., is dead.

Thorpe Bros., Hamilton, have sold their business to Brown Bros.

A. L. Oatman, of Tillsonburg, Ont., has sold his Springfield branch to D. G. Gillies.

E. Teyeseyre, the noted undertaker of American colony at Paris, France, who was taken prisoner by the Germans shortly after the beginning of the world war, and resumed his professional activities after the signing of the armistice, is making a visit to America.

Mrs. Jennett McKay, wife of A. McKay, undertaker, of Wyoming, Ont., died of pneumonia on October 10th.

John Kalbfleisch's team ran away on October 10th, and threw him against a telegraph pole. Mr. Kalbfleisch has been confined to his bed as a result.

G. F. Steel, of Forest, Ont., who wrote in the recent examinations at Toronto, is going into partnership with his father. The firm will be known as A. F. Steele & Son.

E. E. Ericson, a Portland, Ore., undertaker, was recently invited to take a flight with one of the Government's airmen and he accepted immediately. He viewed several of the cemeteries from a height of several hundred feet. It is believed that Mr. Ericson is the first member of the profession in Oregon to observe cemeteries from an aeroplane.

Chapman's, Ltd., Verdun, Que., has been incorporated with a Dominion charter by Benedict Bellew, commercial traveler, Nora Charlotte Bellew, Mary Lawlor, Arthur Despres, mining prospector, and Frederick Tuck, accountant, all of Montreal, to carry on the business of furniture dealers, embalmers and undertakers, and conduct morgues, ambulance services, mortuary chapels and crematories.

E. Meadows, of Woodstock, Ont., is enlarging his undertaking department, finishing it in buff with indirect lighting. A chapel will be one of the prominent features. Mr. Meadows is putting in a full line of hardwoods.

ONE
Fact
About
CARANAC
EMBALMING
FLUID
"There is None Better"
IF YOU USE IT—YOU KNOW
Caranac Laboratory
Peterborough - Ontario - Canada

"DOC." FERGUSON AT THE COAST.

Within two hours after the arrival of Dr. G. W. Ferguson, at the Vancouver Hotel, Vancouver, where he climbed from a train 16 hours late, caused by landslide, a reporter phoned to his room and asked for an interview. The Doctor didn't wish to be cross at seven in the morning so gave the gentleman the time he requested. This is the interview as taken from the Vancouver World. Incidentally, it is a good thing that there are



"Doc." Ferguson reaches Vancouver. Here is how the newspaper scribes received him.

two oceans—and that "Doc'.' is a poor sailor. That animal "popularity" might steal him away from us:—

"The high cost of living is affecting very seriously the cost of dying, according to Dr. G. W. Ferguson, who arrived in the city this morning. One of the principal products of Dr. Ferguson's company is the fluid which undertakers use for embalming. The basis of this fluid is formaldehyde, and the price of this material has advanced tremendously during the war, while there appears no prospect of any immediate reduction. In fact a further advance would not be surprising.

"Speaking of the possibilities of a revival of German competition in the chemical trade, Dr. Ferguson said that the situation at present was so very uncertain, with prices for all basic chemicals still advancing, that it is impossible to predict what the future holds for the Canadian chemical industry, which grew with big strides during the war."

HERE IS A PROMISE OF CO-OPERATION.

The editor of Canadian Furniture World has received the following letter, which shows that there is greater possibilities ahead for our profession here in Canada and for the building up of a strong Canadian National Funeral Directors' Association:

Mr. O'Hagan.—I received a copy of The Furniture World and Undertaker with your letter of information and co-operation, and as I understand it is quite necessary to work together in order to have success I am, therefore, preparing myself to be of some service to you, and the association.

I want to express to you and the Association by appreciation of the information which I received while attending the school this fall. I am sure I have not attended any school or convention from which I received so much benefit and kindness. I did not expect to find the officers so friendly as it makes a person feel so much at home that it is hard to tell whether you are in your own or mother's home.

When I thought of going into the undertaking business I tried to imagine what the qualifications of an undertaker should be. I believe an undertaker should be of a sympathetic disposition right from the heart. I have met so many undertakers who can be kind while it has a purpose of financial gain, but right in their heart they would make better slave drivers. The professor told us we might deceive the relatives but we could not deceive nature, and I believe this in the conducting part of the undertaking business.

I for one would advocate a stricter standard for the qualification of an undertaker. There are lots of embalmers who are right up to the highest mark of qualification in the profession, yet I feel are not ideal undertakers, as the spirit they have towards their fellow creatures is not to be admired.

In pointing out the mote in my brother's eye I must not forget the mote in my own, and I do not claim to be any way near perfect in any of my ideals, but I am only presenting my views, and am willing to read the views of others.

You will be aware by this time that I was not successful in passing my examination, but I feel that I received all I deserved and still hold the board in my highest esteem.—Yours faithfully, A.M.

NO MORE SUNDAY FUNERALS IN NEW JERSEY.

The movement for the abolition of Sunday funerals in New Jersey, started by the Funeral Directors' Association of Essex, and Union Counties has been favorably received by cemetery officials and as a result the days of Sunday burials are numbered, according to John F. Martin, of Elizabeth, first vice-president of the National Association, who is president of the Essex and Union Association. Three of the cemeteries have discontinued burials on Sunday.

DOG GUARDS MASTER'S BODY.

Led by a faithful dog which had kept lonesome vigil, a searching party a few days ago came on the remains of J. B. Coates, a prominent man of New Westminster, B.C., who went hunting a week ago and had not been

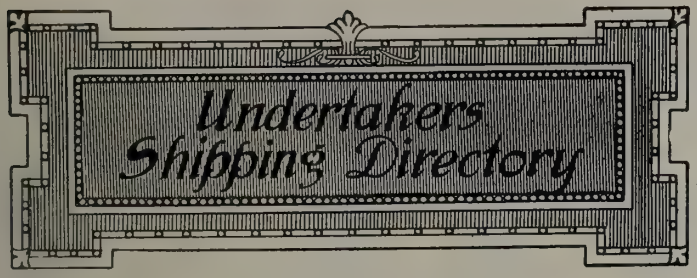


J. A. Stewart, funeral director of Strathrow, Ont., is responsible for this fine float used in the procession during Old Bays' Week in that town recently.

seen afterwards. Coates apparently had lost his way, and becoming exhausted, perished in the first snowstorm of the year. His dog, after nearly a week, left the body of his master and went forth to get something to eat. Upon being fed at a house within 300 yards of where Coates lost his life, the dog went into the bush again, being followed by searchers who were directed to where the body lay.

Chris. with the long name from Kitchener delayed the procession when the identification officer asked him to spell his name at the Island banquet.

The Kitchener ladies made a decided hit at the picnic.



ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Dorchester, Ont—
Logan, R. A. 'Phone 2107.

Dungannon —
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph

Hamilton—
Blachford & Sons.
57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 543.
D. Clark, Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Geo. J. Chapman,
742 Broadview Ave.
Phone G. 3885.
Ambulance service.
Cobbledick, N. B.
1508 Danforth Ave., and
2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
J. A. Humphrey & Son,
463 Church St.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co., Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

MY REPUTATION is under the Cork of Every Bottle of RE-CONCENTRATED DIOXIN

If I can get you to Realize Three Thoughts in this Connection I shall be Satisfied.

THE FIRST THOUGHT

Is that I stake the reputation which I have been struggling to obtain during the past twenty-six years on the perfection and satisfaction-giving qualities of my latest product, RE-Concentrated Dioxin, the Peroxide of Hydrogen Fluid.

THE SECOND THOUGHT

Is that I, being one of the inventors and the patentee of the Eckels-Genung Axiliary Method, used by more than 12,000 embalmers in the United States and Canada, would not do this did I not know it to be the best and most modern fluid made.

THE THIRD THOUGHT

Is that I would not dare to offer to Pay Freight Both Ways and to make no charge for fluid used in tests if I was not sure that Dioxin would give satisfaction far beyond that possible with any other fluid known to science.

These are Broad Statements, but they are borne out by the experience of thousands of high-class embalmers who have compared the Cosmetic Effects and Preserving Properties of DIOXIN—the Peroxide Fluid—with those of other fluids.

One sixteen-ounce bottle RE-Concentrated Dioxin will make a gallon of Peroxide of Hydrogen Embalming Fluid of standard strength for arterial embalming, or it will make one-half gallon of extra strength Formaldehyde Fluid for bad cases or for cavity work

The quantity of water you add determines whether it shall be a Formaldehyde Fluid or whether Peroxide of Hydrogen shall predominate.

RE-Concentrated Dioxin, therefore, aside from being the only "pint-to-the-gallon" fluid ever manufactured and the most economical fluid ever placed on the market by a responsible chemist, is really two fluids in one.

DOUBLE DISINFECTING BASE.

This is because RE-Concentrated Dioxin has a double disinfecting base. One of these bases of Formochloral, a purified form of Formaldehyde in which the Formaldehyde is robbed of its gratest disadvantages while retaining all of its virtues. The other base is a substance which combines with the water you add in the right proportion which makes it a Peroxide of Hydrogen Fluid.

Peroxide of Hydrogen is composed of two parts of Hydrogen and two parts of Oxygen. Its chemical symbol is H2 O2. Water is two parts of Hydrogen and one part of Oxygen. Its symbol is H2O. The chemicals in RE-Concentrated Dioxin combine with the water you add and supply to the water the extra atom of Oxygen needed to transform it all into the kind of Peroxide of Hydrogen which makes the Best Embalming Fluid ever discovered.

RE-Concentrated Dioxin, containing as it does and in an extremely concentrated form enough disinfecting and preserving chemicals to make one gallon of fluid, is the strongest and most powerful fluid in the world to-day, yet it combines with its Titanic strength the marvellous softness and delicacy which it is so desirable to use on delicate complexions or those in which the very highest degree of cosmetic effect is desired. It is two fluids in one bottle. This leaves you in a position to make the choice at the moment of embalming.

There are times when you want a strong fluid. In RE-Concentrated Dioxin you have it.

There are times when you desire a soft, mild and delicate fluid. In RE-Concentrated Dioxin you have it.

By its use a large proportion of blood can be withdrawn and especially in dropsy and jaundice cases its effects are magical. Dioxin is good in all cases, but it is marvellous on the very class of bodies where other fluids are weakest.

SEND FOR A TRIAL SHIPMENT.

Order a shipment of RE-Concentrated Dioxin—TO-DAY—and use it on your next important case.

H. S. ECKELS & COMPANY, 221 Fern Avenue, Toronto, Ontario, Canada

Index to Advertisers

B

Bemister, H. A. 13

C

Canadian Feather and Mattress Co. . 13
Canicula Company, Limited 51
Caranac Laboratory 53
Champion Chemical Co. .....i.b.c.
Chesley Furniture Co. 11

D

Dominion Manufacturers 51-52

E

Eckles, H. S. & Co. 55
Egyptian Chemical Co. 56

G

Gendron Mfg. Co. .....i.f.c.
Globe-Wernicke Co., Ltd. 6-7
Gold Medal Furniture Mfg. Co. 19

H

Hartshorn, G. H. 20
Hourd & Co. 12

I

Imperial Rattan Co. 3

K

Knetchel Furniture Co. 17

L

Life Long Furniture Co. 39
Lloyd Mfg. Co. 16

M

Marshall Sanitary Bedding Co. ....i.f.c.
Maxwell Mfg. Co. 44
Matthews Bros. 12
McLagan Furniture Co., Geo. 4-5
Meaford Mfg. Co. 15

N

National Table Co., Ltd. 13
N. A. Furniture Co. 13

O

Owen Sound Chair Co. 13

P

Pathe Phonograph Co. 41
Phenola Co., The 42

R

Robertson & Co., P. L. 39

S

Shafer & Co., D. L. 12
Sidway Mercantile Co. 18
Steele & Co., Jas. 13
Stratford Chair Co. 8-9
Stratford Mfg. Co. 3

V

Victory War Loan .....o.b.c.

W

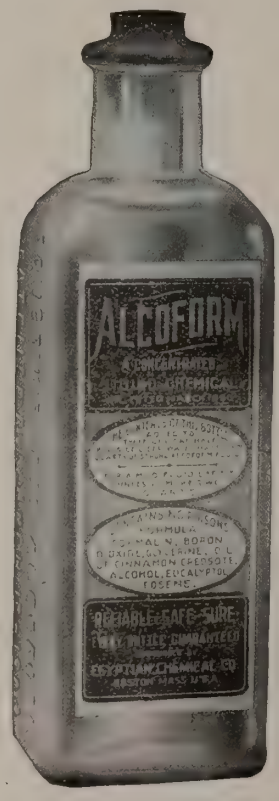
Walter & Co., B. 12
Woeller, Bolduc & Co. 10

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Larger Bottles filled up with water

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Egyptian Chemical Co. Boston, U.S.A

For Sale
Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents. If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

FOR SALE—Combination Motor Hearse and Casket Wagon; in excellent condition; cheap for quick sale. Photo on application. Apply Box 39 Canadian Furniture World and The Undertaker.

FOR SALE—Furniture and Undertaking Business in town of 8,000. Ill health reason for selling. This is a splendid business and can be bought right. Apply 575 Dovercourt Road, Toronto. N-D

RELIABLE Furniture Buyer with ten years' experience, desires making a change about January 1st, 1920, or sooner; capable of taking full charge. At present employed with one of the largest furniture stores in Canada. Can furnish best of references. Box 37 Furniture World.

WANTED—A cheap Hearse for bad roads; must be light weight. Apply Joseph Senn, Hagersville, Ont.

WANTED—Automobile Hearse; must be first-class condition; not necessarily high priced when new. Photos and lowest cash price. Apply Box — Canadian Furniture World, Toronto.

Send your **WANT ADS.** To "CANADIAN FURNITURE WORLD"

The CHAMPION FLUID OF AMERICA

For it's 100% Pure Chemicals



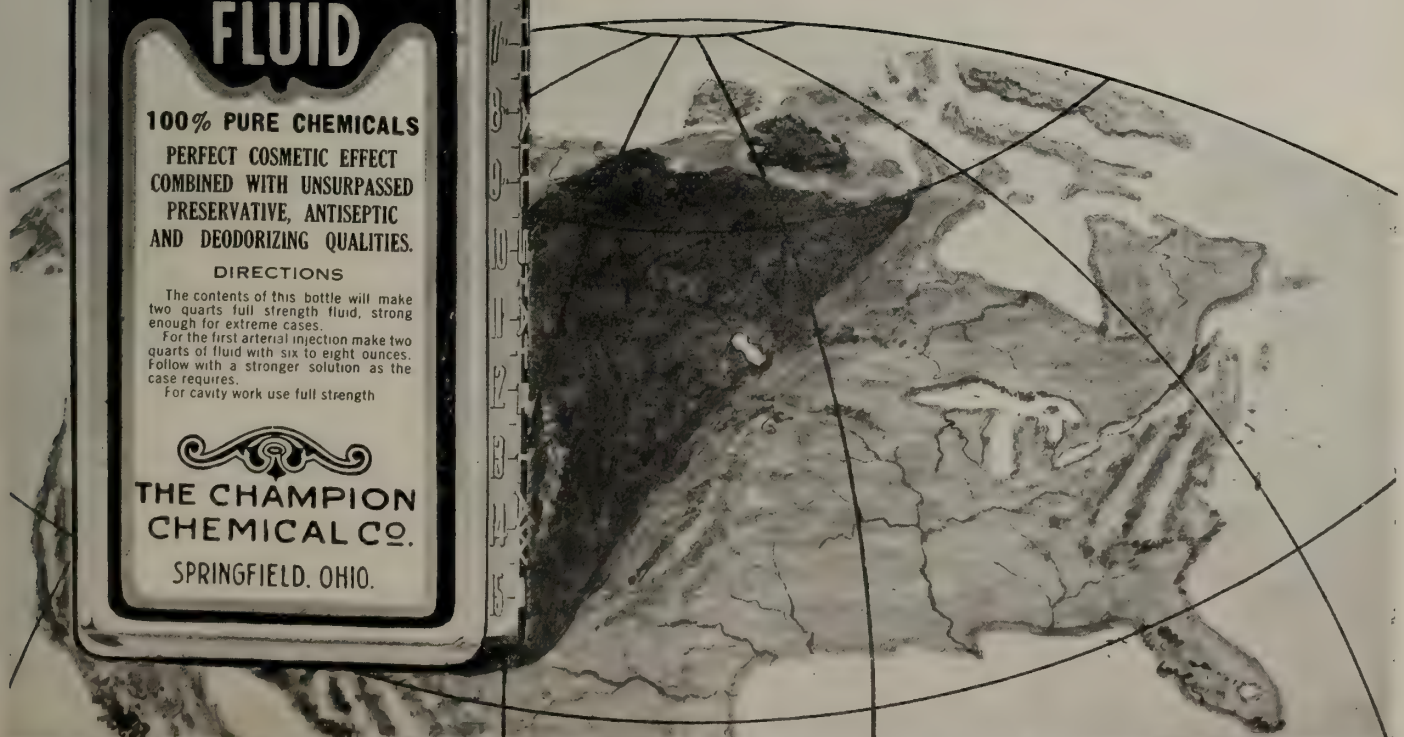
CHAMPION is unequaled as a preservative, even in the most extreme cases and produces that life-like appearance that means prestige for the Undertaker

Champion protects your reputation and saves needless worry

Write for our illustrated catalog and learn of the many other articles manufactured for the Undertaker



The Champion Chemical Co



41 Years in Business-Means-Satisfied Embalmers



CANADA'S PROSPERITY RESTS WITH *YOU*

Continued Business Activity and Good Wages Depend on Canada's New Victory Loan

DURING the past four years Canada's prosperity has been due largely to orders from Great Britain and our Allies.

Canada was able to obtain these orders because she advanced credit to these countries.

Canada was able to give this credit only because you bought Victory Bonds.

Great Britain, with France, Belgium, and other Allies, are now prepared to place large orders with us for the products of our factories, farms, forests and fisheries—provided Canada again gives them credit.

Credit must be given if we are to have any guarantee of good times and good wages.

But our workers on these orders must be paid their wages in cash; so, much of the money that you invest in Victory Bonds will go out in wages to Canadians.

You will be absolutely protected—you will get a good rate of interest and all of your money will be paid back at the time stated in the Bond.

Every cent will be spent in Canada, and ultimately circulate to the benefit of all.

Canada can give this credit only if you again buy Victory Bonds.

If Canada is not able to give this credit, other countries will.

Therefore Canada's continued prosperity rests with you.

Victory Loan 1919

"Every Dollar Spent in Canada"

Issued by Canada's Victory Loan Committee,
in co-operation with the Minister of Finance
of the Dominion of Canada.

CANADIAN

FURNITURE WORLD

and

THE UNDERTAKER



Best Wishes for a

Merry Christmas

and a

Happy New Year

to all our readers

Published by THE COMMERCIAL PRESS, LIMITED, 32 COLBORNE ST.

TORONTO, DECEMBER 1919

The Gendron Manufacturing Co., Ltd.



BABY CARRIAGES
Go-Carts
CARRIERS

We have introduced several new features into our line for present delivery, and these, along with the many advantages our line offers is a most up-to-date and a line of quality goods.

THE GENDRON MFG. CO., LIMITED, TORONTO, CAN.

TRADE MARSHALL SPRING MARK
PATENTED

A Merry Christmas

AND

A Happy and Prosperous New Year to all our customers.

The Marshall Ventilated Mattress Co., Limited

London, England Toronto, Canada Chicago, U.S.A.

STRATFORD  FURNITURE

An Invitation

The Stratford Furniture Manufacturers invite you to visit the displays at their showrooms from January 12th to 24th.

This year particularly we believe that it is in your interest to spend a few days among the factories to keep in touch with conditions. January is an ideal time to get away from your store.

Displays will be more attractive than usual—be sure you see them.

Stratford - January Twelfth to Twenty-fourth

STRATFORD FURNITURE



5090A

McLAGAN

Quality goods were never as highly appreciated or in as great demand as they are to-day. To promote and retain your hold on this trade you cannot afford to overlook McLagan productions when placing your orders.

May your Christmas be Merry and your New Year Prosperous

The McLAGAN

STRATFORD



5095



5099



5098

STRATFORD FURNITURE

FURNITURE

Built in both Mahogany and Walnut, this beautiful Louis XVI Dining Room Suite has made a very striking appeal to the trade. Moderate in price and of good dimensions, coupled with exquisite finish and beautiful design, it has been received with the utmost expression of approval wherever placed.



5090

Come to the Exhibition at Stratford January 12 to 24th

Bigger and Better than ever

Don't miss this opportunity

FURNITURE CO.

LIMITED

ONTARIO



5097



5099A



5094

STRATFORD  FURNITURE

Appreciation

We thank the furniture dealers of Canada for their co-operation under unusual conditions, and extend our gratitude for your assistance in developing this business.

Building

On our part to better serve you we will soon have ready a large addition to our plant, which will enable you to better serve your trade. We believe this is a practical way of assisting you.

Advertising

Our national advertising campaign is now on, and will be continuous during 1920. This campaign will help you sell more beds and better beds. Our newest styles are wonderful works of art and beauty. Cuts and literature supplied free on request. We hope that you will benefit by our advertising.

The KINDEL BED COMPANY, Limited

STRATFORD - ONTARIO

STRATFORD  FURNITURE

Greetings

At this Christmas season we send you our warmest wishes for your happiness. May the year 1920 be one of unsurpassed prosperity.

Welcome

We hope to have the pleasure of seeing you at our showrooms during the

January Display

January 12th to 24th

at which will be shown new and beautiful period designs in Living Room Suites covered with the latest English Tapestries, and Chesterfield Suites, both Daveno Bed construction and stationary. It will be to your advantage to see this display.

The KINDEL BED COMPANY, Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE

Stratford Furniture Exhibition

JANUARY
12th to 24th



No. 1691-5—Arm Chair

This suite in Quartered Oak only, fumed or golden finish.



No. 374—Extension Table



No. 1691-1—Diner

A Merry Christmas and A Happy and Prosperous New Year.



No. 422—China Cabinet



No. 679—Buffet

The Stratford Chair Co., Limited : Stratford, Ontario

STRATFORD FURNITURE

Stratford Furniture Exhibition

January 12th to 24th



Like the P. T. Barnum circus, our display of high-grade upholstered furniture at the Stratford Furniture Show will be bigger, better, and grander than ever. New designs in Living Room Suites will be a feature worthy of the attention of every furniture dealer. We extend a cordial invitation to you to visit our display.

A Merry Christmas and
A Happy New Year to each
and every one of you.

The Farquharson-Gifford Company, Limited
STRATFORD, ONTARIO

STRATFORD FURNITURE

Stratford Furniture Exhibition



JANUARY 12th to 24th

WE hope that every furniture dealer in Canada will have a Merry Christmas and that the year 1920 will be a prosperous and successful one.

IMPERIAL RATTAN CO., Limited, STRATFORD, Ont.



No. 92 Ladies Desk
in plain Oak-fumed

Stratford Furniture EXHIBITION

JANUARY 12th to 24th

OUR display this year will be shown in our own factory and in our new show rooms and will contain many new lines that will interest the dealer. We would call your attention to our new line of Ladies' Desks which we are just commencing to manufacture.

A MERRY CHRISTMAS AND A PROSPEROUS AND HAPPY NEW YEAR

The STRATFORD MANUFACTURING CO., Limited
STRATFORD -:- ONTARIO

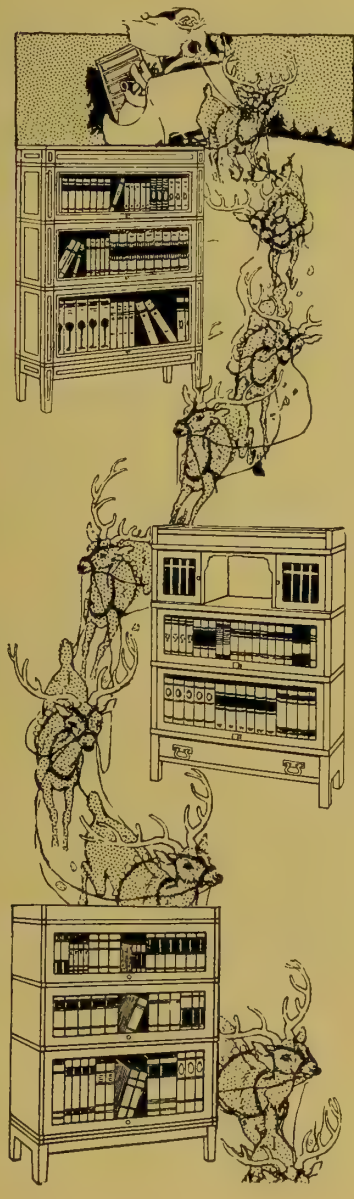
STRATFORD FURNITURE

The Season's Greetings to the Trade

This is the season when the spirit of kindliness and goodwill is abroad in the land and accordingly a fitting time for the expression of good wishes. It is with real sincerity that we extend to the members of the furniture trade our best wishes for both a joyful Christmas and a happy and prosperous New Year.

For your kind patronage during the past year we are extremely grateful; may we both deserve and receive a continuance of your trade during the year ahead. And during that time it is our wish that prosperity in business, and happiness in your private life may be yours.

Not the least of their charms is this. They take on the exact shape, size and proportion of the space they are to fill.



Globe-Wernicke Bookcases are made in designs and color tones to harmonize with any furnishing scheme.

The Globe-Wernicke Co. Ltd.

STRATFORD - ONTARIO

STRATFORD FURNITURE



No. 151P—Brass Bed

Season's Greetings

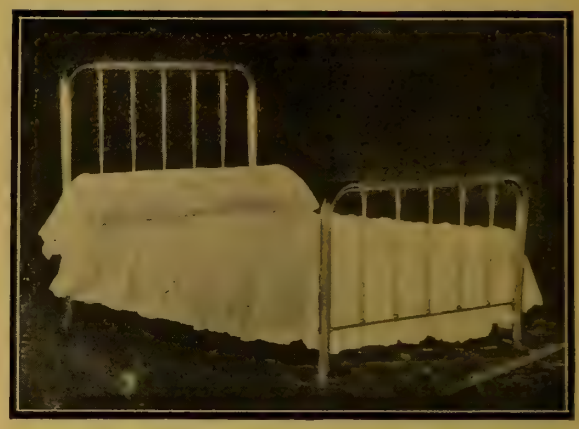
To our many friends and customers in the furniture trade we extend our best wishes for A Merry Christmas and A Bright and Happy New Year.

Stratford Bed Co., Limited
Stratford, Ont.

You are cordially invited to visit our display of Brass Beds at the

Stratford Furniture Exhibition

January 12th to 24th



No. 358—Brass Bed

Stratford Furniture Exhibition

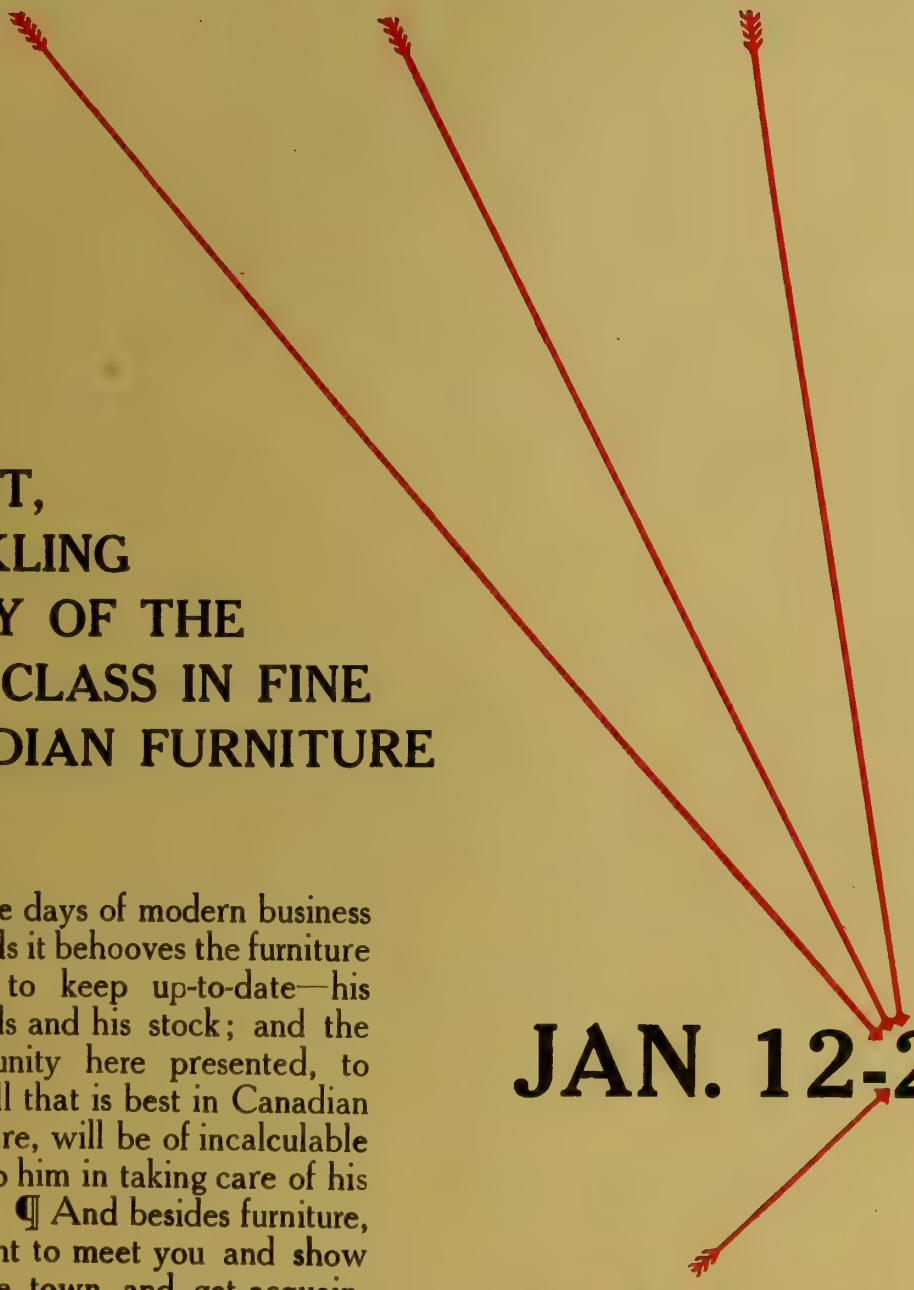
Make a New Year's resolution to attend the Stratford Furniture Exhibition this year. Your visit will be a profitable and enjoyable one.

January 12th to 24th

Stratford Furniture Manufacturers
Stratford - Canada

STRATFORD FURNITURE

Stratford Furniture Exhibition



A
BRIGHT,
SPARKLING
ARRAY OF THE
REAL CLASS IN FINE
CANADIAN FURNITURE

In these days of modern business methods it behooves the furniture dealer to keep up-to-date—his methods and his stock; and the opportunity here presented, to view all that is best in Canadian Furniture, will be of incalculable value to him in taking care of his trade. ¶ And besides furniture, we want to meet you and show you the town, and get acquainted. You will see a real exhibition, and have a real time.

JAN. 12-24

STRATFORD

NOTE THE PLACE AND THE DATE

To Our Many Friends —

The Meaford Line

Again, with pleasure, at this Joyful Christmastide, we extend to one and all our best wishes for *A MERRY CHRISTMAS*, and we gratefully acknowledge all past favors and thank you in anticipation of a continuance of the same pleasant business relations so characteristic of the past. We extend our best wishes for the coming year, earnestly hoping each and every day for you may prove overflowing with *Health, Happiness, and Prosperity.*

THE LINE COMPRISES—

- Bed Room Suites
- Dining Room Suites
- Hall and Library Furniture
- Centre Tables
- Jardiniere Stands
- Medicine and Music Cabinets
- Odd Dressers
- Wardrobes
- Desks
- Secretaries
- Book Cases

The Meaford Manufacturing Company

MEAFORD - ONTARIO

know what is doing:

Long-distance rumors and trade gossip are not a safe guide. First hand information at the source is essential.

There never was a time when foregathering was of more importance to the furniture buyers of America. Present abnormal conditions emphasize this necessity.

Follow the Market closely.
Know what is doing.
Come to Grand Rapids in January.

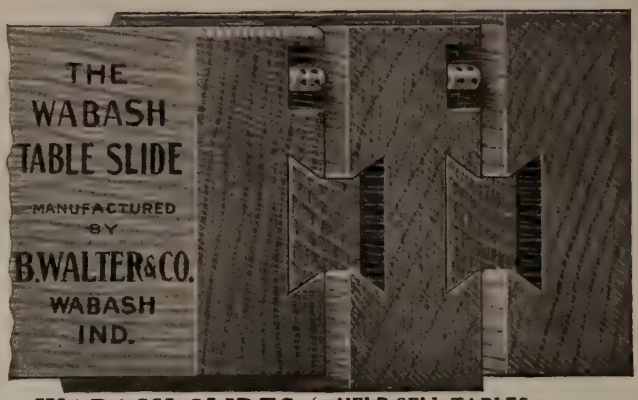
Season opens January 1st.
Closes January 24th.

Grand Rapids Market Association

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

ARE YOU LOOKING
FOR MIRRORS TO RE-SILVER
EXTRA PROFIT FOR 1920

SEND TO US TO RE-SILVER AND GET HIGH QUALITY WORK

MATTHEWS BROS., LIMITED
THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA

Something Different for the Xmas Gift

A SHAFER CEDAR CHEST

A great many of your customers would undoubtedly appreciate such a suggestion. Shafer Cedar Chests give genuine service, are handsome in appearance, and are priced low enough to attract the majority of people. Send us a trial order for the holiday trade.

WRITE FOR CATALOGUE

D. L. SHAFER & COMPANY, ST. THOMAS, ONTARIO



Ask us about our special offer to buyers in gross lots.

Every Time You Sell One

of the "Elite" Folding Tables, you feel that you're doing somebody a good turn besides yourself. Because the "Elite" fills a long-felt want in any home, or any club.

If you don't carry the

ELITE
FOLDING TABLE

you should get in on our proposition at once.

You can sell this ever-useful folding table without extra sales effort.

Let us tell you all about it. WRITE TO-DAY.

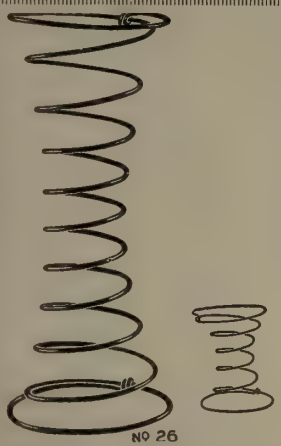
Hourd & Co., Limited *Sole Licensees and Manufacturers* DEPT. W LONDON

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

James Steele, Limited

Guelph, Canada

"Special Announcement"

To Furniture Dealers Marketing "Phonograph Supplies"

I am distributing or jobbing the following lines of first class Phonograph Accessories and Supplies.

Bemister's Semi-Permanent Stylus,
Brilliantone Steel Needles,
Record Albums,
"All-in-One" "Speed Indicator,"
"All-in-One" Columbia Attachment,
Record Cleaners,
Steel Needles,
Sapphires for Edison and Pathe,
Kent Master Adaptor for Edison,
Tone-Clear record polish,
Ferro Automatic Stop,
Bemister's Pathe Needle,
Brilliantone Combination Needle,
Disc-Lites,
"All-in-One" Victor Attachment,
A.R.L." Victor Attachment,
Violaphone "gold point" needles,
Petmecky multi-tone self-sharpening needles,
Diamond points for Edison,
Kent Attachment for Edison,
Jones-Motrola.

My latest catalogue and price list is now in the press. Write for a copy. My lines will make "DOLLARS" for "DEALERS."

H. A. BEMISTER

10 Victoria Street Montreal, Que.



A Merry Christmas

In greeting you, our friends and customers, with the season's compliments, we also wish to thank you for the business courtesy extended us during 1919 and we shall make an effort to render you such efficient service during 1920 that the year shall be one of Prosperity and Happiness.

The Canadian Feather and Mattress Company, Ltd.

TORONTO - OTTAWA

SALE OF
MILITARY STORES, ETC.

DRY GOODS, HOSPITAL FURNITURE BEDDING, HARDWARE, LEATHER GOODS, JUNK, ETC.

SALES WILL BE MADE BY SEALED TENDER

Persons desiring to tender are requested to register their names and addresses with the

SECRETARY OF THE WAR PURCHASING COMMISSION, BOOTH BUILDING, OTTAWA,

stating the class of goods in which they are interested, whether new or second-hand or both.

Tender forms with full details of the goods and places at which samples may be seen, will be mailed when ready to those who have registered as requested above.

Special Terms to Hospitals, Etc.

Dominion, Provincial, and Municipal departments, hospitals, charitable, philanthropic, and similar institutions which are conducted for the benefit of the public and not for profit may purchase goods without tender at prices established by the War Purchasing Commission.

Returned Soldiers and Sailors and Widows and Dependents of Soldiers and Sailors killed in the War may obtain supplies, for their own personal use and not for re-sale, through the nearest branch of the Great War Veterans Association who will combine individual orders and forward to the War Purchasing Commission through the Dominion Command of the Great War Veterans Association. These services are rendered by the Great War Veterans Association to all parties in the classes named, whether members of the Great War Veterans Association or not.

All communications should be addressed to the Secretary, War Purchasing Commission, Booth Building, Ottawa, who will be glad to supply lists and further details to those interested.


JOY
Loom Woven LLOYD Baby Carriages
That's all
15 New Strollers 15
SEE 'EM CHICAGO SHOW 1319 FLOOR 6
The LLOYD MFG. Co.
Menominee, Mich. - Orillia, Can.



The 37th Season Will be a memorable one—

The scarcity of goods, the extraordinary demand, a manufacturing and retailing situation without parallel—unheard-of and undreamed-of—will bring hundreds of buyers to Chicago who have never before attended *any* of the Furniture Exhibitions.

"1319" (Manufacturers Exhibition Building) invites these new visitors, and again welcomes the old, to "Headquarters"—to "1319"—the Hub of the Furniture Market.

Greetings!

Over 150 Exhibitors—thousands of samples are shown. Season January 1st to February 1st.

"1319"-Chicago

The Big Building

Manufacturers Exhibition Building Company, 1319 Michigan Ave., Chicago

The HARTSHORN LINE

STROLLERS SULKIES PULLMANS



668-R PULLMAN

OUR SALESMAN WILL CALL

Our specialty this year is Strollers. Spruce up your stock with something different. We use only genuine reed. A large assortment, no limit to design. A large stock always on hand.

C. H. HARTSHORN KITCHENER ONTARIO



ONE OF OUR 1920 PATTERNS WITH NEW PHAETON GEAR

Size up your market and order NOW

Our candid advice is "DON'T DELAY placing your order for SPRING GOODS."

Indications are that there will be a shortage of many lines of materials which is bound to cause manufacturing delay, and if you don't have the goods you can't make the sales or the profits. That's a fact—is it not?

Sidway goods are made in Canada. Sidway Reed Carriages and Strollers are snappy in design—as high in workmanship—as attractive to the eye—and pocketbook—as sturdy and strong as goods you can import from any country. When you handle the Sidway line, customs duties and delays are eliminated — shipping troubles reduced to a minimum. You offer your customers style, value, satisfaction.

Size up your market and place your order for Spring trade now.

Don't be caught without the goods.

SIDWAY MERCANTILE COMPANY

TORONTO



As the old year draws to a close, and we gather the threads of the story in anticipation of the New Year, it is a pleasure to pause a moment on the threshold, just to exchange greetings—to express our appreciation for the business entrusted to us, and to wish you and yours a full measure of happiness.

Our complete line of new High-Grade Matched Suites will be shown in our new permanent show rooms at our Kincardine factory, and we extend to our friends in the trade a cordial invitation to visit us any time it is convenient for them.

THE ANDREW MALCOLM
FURNITURE COMPANY
LIMITED

KINCARDINE -:- LISTOWEL



A Word of Thanks and Appreciation

WE want to thank our many friends in the Furniture Trade for the generous support and co-operation given during the past year.

We appreciate the fact that goods have not been delivered as quickly as we would have liked, and assure you that during the coming year we will exert all our energy in an endeavor to make faster deliveries.

We extend our heartiest good wishes for A Merry Christmas and a Happy and Prosperous New Year.

CANADIAN RATTAN CHAIR COMPANY, LTD.

VICTORIAVILLE - QUEBEC



The Season's Greetings

Right heartily do we extend to the trade the Season's Greetings. May this be your Merriest Christmas, and may 1920 be your Brightest and Happiest Year.

We desire to thank you for the generous support you have extended to us throughout the year just past, and we assure you that during the coming year we will endeavor to give each dealer a service that cannot be surpassed.

Our plant is thoroughly equipped to produce large quantities of Solid Plain Oak Suites, in which we have been specializing.

The Victoriaville Furniture Co., Limited

VICTORIAVILLE - QUEBEC



Christmas and New Year Greetings

Accept our best wishes for a Merry Christmas and a Bright, Happy and Prosperous New Year.

We wish to express our regret that we have not been in a position to fill orders as quickly as they were received during the past five years. However, now that shipping facilities are improving we are expecting larger shipments of raw materials to arrive from European countries and we are satisfied that in a very short time we will be able to take care of all orders.

Willow and Reed Furniture of Quality

BRANTFORD WILLOW WORKS

BRANTFORD ONTARIO

To Thank You

For the patronage extended to us by the trade, which has made the year just ending the most active, the most successful and pleasing in our history, we extend our hearty and sincere thanks.

Through the co-operation of our customers we have been able to record a business that has increased each month during the entire year. We will continue in our efforts to give the quality and the service that have made the Adjusto Mattress so well known on the market to-day.

We extend our best wishes for a Happy Christmas and a Bright and Successful 1920.

The Ontario Spring Bed & Mattress Co.

LONDON - ONTARIO



Greetings to the Trade

WHILE the Christmas bells are beginning to ring their melody over the land, it makes most of us feel like exchanging the roll-top for a boy's exuberance and red stocking.

But there's work to do and boys must grow big.

In spirit, nevertheless, we live again in childhood at this happy season.

Maybe it's a good time now for us to express our gratitude for the pleasant relation that has existed between us the past year.

We certainly have appreciated it.

We want to appreciate it again in 1920.

And if right relations in every way will bring this feeling about you can rely on us to bend every last effort possible for our mutual benefit.

As the new 1920 opens its door, it is our earnest wish that it will be a mutual door through which we both may come and go just as in the past.

If the hinges happen to creak once in a while, may each be ready to apply the lubricant needed for the smoothest communion between us. We want to continue to please you. Merry Christmas to you and here's hoping for the smile of the 1920 stars on every step of your climbing.

PEPPLER BROS. LIMITED HANOVER, ONTARIO



GREETINGS CHRISTMAS 1919

WE wish you the compliments of the festive Yuletide Season—A Merry Christmas and A Happy and Prosperous New Year. ¶ We desire to express our thanks to the Furniture dealers of Canada for their loyal support during the year just past. We appreciate fully that our own success is closely linked with that of the dealer, and trust that by rendering you thoroughly dependable service and merchandise our present mutually profitable and advantageous relations will be continued.

Knechtel Kitchen Kabinet Company

Selling Agents:

The Knechtel Furniture Co., Limited, Hanover, Ontario

Season's Best Greetings to the Furniture Trade

May this Christmas be to our many friends and customers the happiest and most joyful in their experience, and the New Year be rich in plenty, unbounded in prosperity and real genuine happiness.

We desire to express to you our deep appreciation of your splendid patronage during the year now closing, and we shall do all in our power to render you the *best* service we know during 1920.

THE KNECHTEL FURNITURE CO.
LIMITED
HANOVER ONTARIO

1919

Christmas Greetings

WE take this opportunity to extend to the Furniture Dealers of Canada our sincere wishes for your Happiness this Christmas and Prosperity throughout the coming year.

We wish to thank you for the large measure of patronage you have given us during the past year and hope to merit a continuance of same.

Morlock Bros, Limited, Hanover, Ontario

Christmas and New Year Greetings

With our most cordial wishes for a joyful Christmas and a Happy and Prosperous New Year we desire to thank our many friends and customers for the patronage and good-will extended us during the closing year. We hope to render you a service during 1920 that will make the year more prosperous than any that have gone before.

THE NORTH AMERICAN BENT CHAIR CO.
LIMITED
Owen Sound - - Ontario

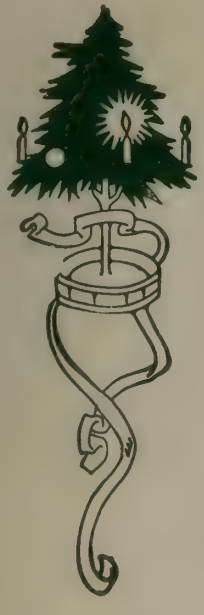
Christmas and New Year Greetings



WE take pleasure in wishing our many friends and customers in the furniture trade the compliments of the season. May your Christmas be a happy one, and may the New Year be bright and prosperous. We desire to express our thanks for the many favors received in the past, and trust that you will continue to let us share your patronage.

The Colleran Spring Bed Co., Limited, Toronto, Can.

GREETINGS



Accept our sincere wishes for a really truly Merry Christmas and a Happy New Year. May this Christmas bring to you Happiness, Health and Success, and may 1920 prove to be your Brightest, Biggest and Best year.

We desire to thank our many friends in the trade for their liberal support during 1919, and trust that during 1920 our mutually friendly relations will continue.

THE ELMIRA FURNITURE COMPANY, LTD.

MAKERS OF "THE ELMIRA LINE" ELMIRA, ONTARIO

Superior Quality Upholstered Furniture

in distinctive designs and refinement. A large range of tapestry and mohair velvet coverings to select from.

We make furniture that is carefully designed, well constructed and beautifully finished.

Our complete line will be displayed January 12th to January 24th.

WE CORDIALLY INVITE YOU TO VISIT US WHEN AT THE EXHIBITION AND INSPECT OUR LINES.

The Waterloo Furniture Company, Limited

WATERLOO - ONTARIO

Yuletide Greetings

It is with pleasure that we extend to the furniture dealers our Good Wishes at this Christmas Season. We greatly appreciate the patronage you have given to us during the year just closing, and assure you that we will do all in our power to make your New Year one of Prosperity and Gladness.

The Quality Mattress Company

Waterloo -:- Ontario

Appreciation

Don't forget our Exhibition in Kitchener January 12 to 24

And now, in the friendly spirit of A Merry Christmas, accept this expression of appreciation for your business and courtesies of the past. May that light which illuminates the road to Health, Happiness, and Prosperity burn steadily for you through the New Year.

The Art Furniture Company, Limited

Kitchener -:- Ontario

The Season's Greetings

We extend to our many friends the Compliments of the Season, and beg to express our sincere gratitude for your generous support during the past years. It shall be our aim to serve you better in the years to come.

The Beaver Furniture Co., Limited

KITCHENER ONTARIO



Christmas Greetings

MAY Christmas Joys and New Year's Happiness be showered upon you more bountifully than ever before, and may you be overwhelmed with business prosperity during the coming year, are the wishes we send our numerous friends and customers at this glad Season.

Chesterfields
Easy Chairs
Tea Wagons
Spinet Desks

The F. E. Coombe Furniture Co., Limited

KINCARDINE :-: ONTARIO

Greetings to the Trade

As the festive season of another year comes around we wish to extend a real hearty Yuletide Greeting to our many friends in the furniture trade. It is our sincere wish that you not only may have a full measure of Christmas Joys but that the year ahead may bring to you both prosperity in your business and genuine happiness in your home.

Please accept our heartiest thanks for your patronage during the past year; and we hope, by reason of our quality service, to merit your same generous support during 1920.

THE STANDARD BEDDING COMPANY

27-29 DAVIES AVENUE, TORONTO



A Merry Christmas

Out of the past pleasant business relationships with members of the furniture trade of Canada, grows the desire to extend to all our best wishes for a Merry Christmas and a Happy and Successful 1920.

We appreciate the liberal patronage you have given us in the past and are confident that by rendering you goods of character and quality we will merit your further patronage.

The Ellis Furniture Co.

Ingersoll, Ontario



No. 273, Art Mirror—Powdered Gold Antique

To our customers and the trade generally we extend our best wishes for

A Happy Christmas and
A Prosperous New Year

PHILLIPS MANUFACTURING CO., LIMITED

258-326 Carlaw Ave. :-: Toronto, Ontario

Pathé

Popular Hits

THE songs and dances that you can buy on Pathe records to-day are the popular hits of to-morrow. A few examples of this up-to-the-minute Pathe service are shown in the list below—note the artist and early date of issue.

This means a decided advantage for Pathe dealers, and then every Pathe record is guaranteed to play at least one thousand times—the only guaranteed record on the market.

Pathe supplement records are shipped within twenty four hours after the receipt of order.

There is still some profitable territory open for aggressive dealers.



"Poor Little Butterfly"	*Belle Baker*	Dec.	Supplement
"You don't need the wine to have a wonderful time"	*Eddie Cantor*	Oct.	"
"Ballyho Bay"	*Patricola*	Sept.	"
"Tell Me Why"	*Lewis James*	Oct.	"
"Everybody wants a key to my cellar"	*Arthur Fields*	Aug.	"
"I'll say she does"	*Green Bros. Xylophone Orchestra*	Aug.	"

Pathe Freres Phonograph Sales Company, Limited

Winnipeg Toronto Montreal

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 9. TORONTO, DECEMBER, 1919. No. 12.

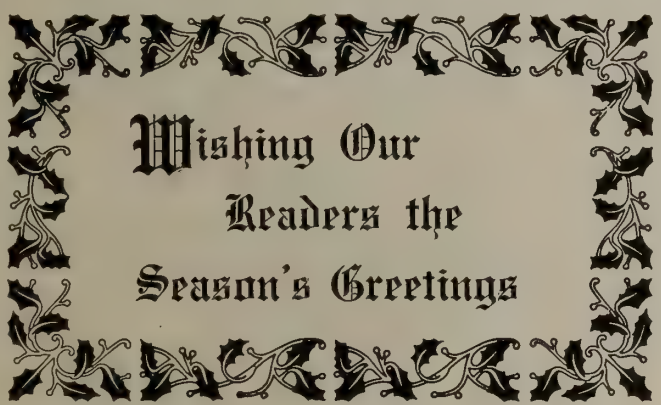
THE LAST CALL FOR CHRISTMAS BUSINESS

How an Ontario furniture firm prepares for Christmas—Description of store and methods

By STAFF CORRESPONDENT.

WE are now in the midst of the Christmas selling season, and those furniture dealers who had carefully laid their plans are now in a position to reap the rewards of their labors.

A firm that gives special attention to the various seasons as they come round is McKillop & McIntyre, of Brampton, Ont., and, as will be seen by the illustration of the window below, it is a firm that is always alert for business; planning their sales well in advance and selecting their goods when selections can be made from lines that are varied.



To build up a business in eight years that shows a yearly turnover of nearly $40,000 is a record that might well be worth while in a much larger town than Brampton, and to keep a reputation for square dealing is worth the while of all dealers everywhere.

Just eight years ago this month the present firm of McKillop & McIntyre was formed between the principals—two young men of the town—boys who had been raised and educated in Brampton. The present store on Queen Street, just a stone's throw from the central corner of the town, was leased, and a stock of $7,000 worth of furniture was installed. As time passed the stock was increased and the premises enlarged.

At first the ground floor only was utilized, the up-



The very fine front window display of Christmas suggestions made by McKillop and McIntyre, Brampton. This gives also a showing of the front part of store interior.

stairs being rented for lodge and meeting purposes. The building originally had been a church, and the various floors, added from time to time, had been constructed for different purposes. But the business has been growing so rapidly of late that the whole building is now utilized. This gives two large floors to the front of the store and three good floors at the rear.

The present arrangement or layout of the stock allows a grouping of the various lines into departments. As one enters from the street he gets the view illustrated herewith, as through the front windows. Here are shown living and dining room furniture, kitchen cabinets, McLagan phonographs, parlor and piano lamps and general gift goods. The walls are covered with framed pictures from simple water colors to quite elaborate oils. Picture framing and framed pictures are a specialty with the firm, and sales total high in a year's run.



An interior view of the McKillop and McIntyre store, giving an idea of the high grade of goods carried by the firm.

On a mezzanine floor reached by the stairs showing in the illustration is the bedding department. Here are displayed brass and enamel beds, mattresses, springs, etc. A special section is given over to children's cots and baby carriages. In connection with the bed spring display Mr. McKillop has rigged up a very convenient rack built of water pipe and hangers, which accommodatingly takes care of the stock and allows of any one of the springs being in an instant brought forward for inspection.

On the floor above, to the front, are shown the floor coverings—carpets, rugs, oilcloths and linoleums. A big trade was done in oilcloths before and during the early years of the war, but for the past two years these stocks have been hard to obtain, and the firm is building up a big rug trade.

In connection with the introduction of the rug line a couple of years ago, Mr. McIntyre tells this story: "To show our customers and the people of Brampton our new rug line we made a special window display and put on a special sale. Several new rugs were put in the window and offered at $25 each. They remained in the window for a week, but not a sale was made. The following week the rugs were put upstairs in their own department and marked at $48. Before the week was gone all had been sold at the higher figure."

In the floor covering department Mr. McKillop has rigged up a series of racks for showing his oilcloths. These racks are 2, 3 and 4 yards wide. The oilcloths as they come in have a bar run through the inside of the roll, and then they are placed on the rack, one roll above the other. For display any particular roll is unwound, and for cutting the roll is pulled out and measured, the remainder being wound up again in quarter the time necessary where some such contrivance is not in use.

The upholstered furniture is stocked and displayed in the large room formerly used as a lodge and meeting room. When taking over the whole building for the use of the furniture store McKillop & McIntyre purchased all the carpets and hangings of the room; as a consequence the firm now have a carpeted show room in which to exhibit their upholstered lines, and this little stunt adds much to the effectiveness of the display.

At present the firm have a floor space of 14,000 square feet. The building has a frontage of 45 feet and a depth of 100 feet. Being now the owners of the property McKillop & McIntyre intend in the spring to rearrange and remodel their whole premises. The office now at the left rear will be put to the right. Through it will be an entrance to the undertaking parlors, which are to be brought up-to-date. The left-hand side of the store will then be thrown into display, with repair, picture-framing and shipping departments at the rear, enabling all deliveries to be made there instead of through the store.

A large hallway and stairway to one side of the building, now not used, will be thrown into the store, and a new front giving enlarged window display room will be constructed. At present the front has a fine appearance. The windows run from ceiling to floor, make good displays possible.

Mr. McKillop, in his conversation, told of selling in one recent week three Chesterfields off the floor, with only one showing each time. He had one from stock

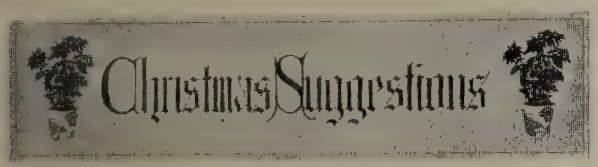
(Continued on page 46)

Methods That Make For Christmas Sales

Practical Gift Suggestions

TAKING into consideration the fact that we aae living in a practical age and that the idea of Christmas present giving has taken a more practical turn we know of no particular line of business that can put up such a strong and convincing appeal to those in search of suitable Christmas gifts for relations or friends as the furniture trade. From grandfather and grandmother right down to the baby there are useful and suitable gifts for all in the stock of the up-to-date furniture store at this season of the year.

Old or young, married or single, living at home or boarding it makes no difference what the age, sex, or



A neat window show card, very suitable just now.

conditions of living may be, the furniture man is in a position, or should be, to get a good big share of the Christmas business.

Many people, particularly the younger ones, buy their Christmas gifts very thoughtlessly, often buying some article that has attracted their attention in a window or showcase, and may be pretty enough but has no practical use, and therefore no real value. This class is quite a large one and can be just as readily attracted to the furniture store as to the fancy goods or jewelry store; it is only a matter of advising them that you have the goods, and then displaying them as attractively as possible.

In most furniture stores there are a number of lines eminently suitable for the Christmas trade, goods with which any dealer can make a strong and productive appeal to the holiday shopper as being gifts really worth while.

There are few lines that can begin to compare with furniture as embracing so many and varied articles that will not only give the greatest possible pleasure to the recipient at the time of presentation, but with the constant everyday use, and the many years of service embodied in the article there is always a pleasing reminder of the donor such as can only be achieved by a gift strongly identified with everyday life. In fact there are countless articles, and countless arguments in favor of them that the dealer may well take advantage of at this season of the year with profit both to himself and to his customers, for if anyone receives a nice piece of furniture as a gift and that piece comes from your store, the recipient will always associate your store with a pleasant and kindly recollection which may prove a valuable help to the business.

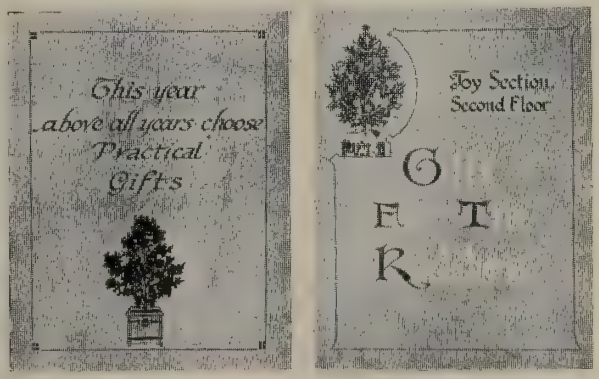
Go after the Christmas business this year as you have never gone after it before, everything is in your favor if you only take advantage of it, put a little extra ginger in your advertising and take a little more care with your window displays and see that they are changed frequently and plainly labelled with price cards, and you will find that many sales are actually made when the store is not open for business if you only see that your windows are well lighted in the evenings whether the store is open or not.

CHILDREN'S FURNITURE.

Children's toy furniture is becoming a staple article of commerce every year with more furniture dealers who seem indisposed to let the toy and department stores run away with a department of business that should belong to them. These goods are "great stuff" around holiday time, and now that by reason of the war the importation of a lot of flimsy toys is done away with, toys that are broken the day after they enter the possession of the young hopefuls for whom they are destined, we take it the time is here to sell a lot of good attractive, useful furniture made in Canada for children to sit in and use the same as grown people, and furniture for children to play with as well. This is a feature of merchandise for holiday sales that deserves attention.

JUVENILE CREDIT DEPARTMENT.

A novel idea has been devised by a Seattle furniture company, by which children during the Christmas holidays, or rather previous to the holidays, were able to secure toys for presents through the firm's juvenile credit department. This form of merchandising consists in the child's selecting a toy, paying something



Couple of window cards with a Christmassy flavor.

down on account and then paying the balance a few cents at a time until the purchase price is settled, until when the toy is laid aside for the child. The scheme has been found to inculcate a desire on the part of the child to get out and earn something, to save and finally to feel a sense of responsibility that a task undertaken must be accomplished.

THE GIFT DEPARTMENT.

The appearance in this issue of the announcements of a number of makers of gift pieces for the holiday trade is a reminder of the rapid growth of the production and distribution of novelty furniture in Canada. This class of goods has furnished a distinct addition to

the furniture business and answers the question that was put year after year, "Why cannot the furniture dealers secure a much larger share of the Christmas business?" The wideawake dealers everywhere are furnishing their own answer by stocking these goods and featuring them prominently for many weeks before the holidays.

A good-sized section of the main floor in a furniture store may well be given over at the earliest possible moment to a special section set-off as "The Gift Department," conspicuously named. This department will naturally be made up mostly of the attractive furniture novelties mentioned, and may also include judicious selections from the entire stock of goods especially adapted for holiday trade.

SUGGEST GIFT SELECTIONS.

This is the most favorable season in the year to concentrate your attention upon the selection and display of special offerings appropriate for gifts. If you have not heretofore assembled such goods into separate display, this is the time to install such a department and secure the greatest publicity with the Christmas shoppers.

STUNT WORTH TRYING.

Perhaps it might be a good scheme just as this time to advertise one day as a day of special sale of gifts for men—another for women—another for boys and girls—another for infants. Such an advertisement is uncommon, and that very fact would draw attention to the scheme, while it would furnish valuable hints to those bewildered people who are racking what brains they have left to think of some appropriate gift which they must purchase for a particular person. And this would necessitate for a full carrying out of the scheme the dressing of the window every day to fit the advertisement of that day. This is a task at this time, but perhaps the arrangement of window may be such that all the accessories and decorations may remain undisturbed and only the goods need changing. Regarding outside display, Christmas green, Christmas trees, electric signs or those of canvas, all have their effect in attracting the attention of those who are bent on purchasing. Now that electric signs are made with so many peculiar mechanical effects, the adoption of some one or another of these motion signs will prove most effective for the purpose.

STRATFORD FURNITURE EXHIBITION DATES.

The Stratford furniture manufacturers announce that their annual January furniture exhibition will be held in that city from the 12th to the 24th of next month. All the factories will participate and it is expected this coming exhibition will surpass all their other efforts in the past.

FURNITURE BUYERS SEEING FOR THEMSELVES

Among recent visitors to the furniture factories of Stratford, Hanover and Kitchener were Messrs. J. Mallory of Bryson & Graham, Ottawa; J Bourgue of Dominion House Furnishing Co., Ottawa, and A. J. Hanna of Chatham, Ont.

EXTENSION OF CHESLEY FACTORY.

The Chesley Furniture Co., Limited, manufacturers of the well-known "Twins" extension tables, are building a brick addition to their factory, which they expect to use as a shipping department. It will be a factor in helping them to catch up with the demand for their tables.

HAMILTON FURNITURE STORE BURNED.

Damage to the extent of several thousands of dollars was done recently by fire which broke out in the basement of the premises of the Dominion House Furnishing Co., at 118 James Street North, Hamilton, and partially penetrated through the second floor.

Two employees of the firm discovered the cellar, which was filled with mattresses and other stock, enveloped in smoke about the noon hour. The damage by fire and water was estimated at $10,000.

CANADA'S POPULATION INCREASING.

Immigration from the United States to Canada for the first eight months of 1919 shows an increase of 7,079, as compared with the figures for the same period last year. Furniture dealers should be vitally interested in these new-comers. Look up your community and see if any are settling in your vicinity.



No. 9211—Sewing table in walnut.

No. 9210—Sewing table in walnut and oak.

No. 9216—Table and tray in walnut.

Three beautiful suggestive gifts from the line of The McLagan Furniture Co.

SUGGESTIONS FOR XMAS DECORATIONS

Means whereby the dealer can give an appropriate setting to display windows—Xmas decorations

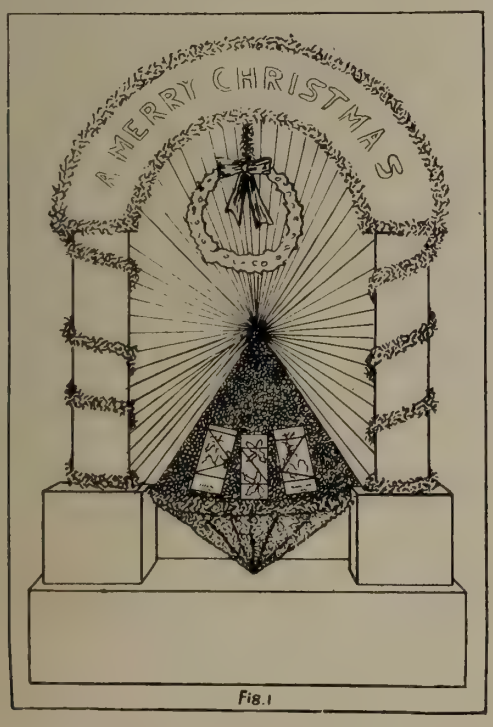
By A. E. EDGAR.

THE fundamental reason for display is to sell goods. A window display or interior showing that does not sell the goods is a waste of space. It is a loss of profit, because it is taking up the room that should be given to a display that does sell goods.

We are offering a few suggestions to assist the dealer in making his displays different from those commonly seen. Any of the ideas presented can be carried out in the smallest as well as in the largest store. The materials to be used can either be found in the store room or purchased in the home town for a trifling amount.

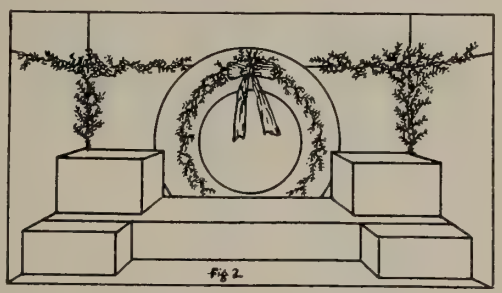
How to Make Attractive Display Unit.

The display unit shown in Fig. 1 is easily made, and with the exception of a little crepe paper and the evergreens or festooning, all the materials required for its construction can be found in the store. The arch across the top is made of boards taken from empty packing cases. To make the circle tie a pencil to one end of a string. Fasten a nail in the floor to form the



Attractive display unit, the construction of which is described in accompanying article.

centre of a circle, attach the other end of the string to the nail, making the length of string conform to the size of circle desired. Boards can be laid alongside of each other until the circle is marked off. They can then be sawn with a keyhole saw and cleated at the back so as to form a solid arch. This is first covered with wrapping paper and then with red crepe paper. The round pillars are formed of round poles, covered smoothly with white wrapping paper. Two boxes form the base of each pillar. Boxes also are used for the platform. These should be covered with white crepe paper. The words, "A Merry Christmas" may be made in any way the display man is capable of. If he is handy with a paint brush they may be painted on a card and tacked to the arch. If he is not he can take cotton batting and roll it into a string about an inch or



Setting for Xmas window. Read description of construction in accompanying article.

so in thickness and with this form the letters. They need not be perfect but should be readable. Pins or tacks can be used to attach the cotton batting. This can be done before the arch is put into the window. The holly wreath may be omitted and some other symbol of the Christmas season substituted, or this part of the decoration may be omitted altogether.

Attractive Skeleton Setting.

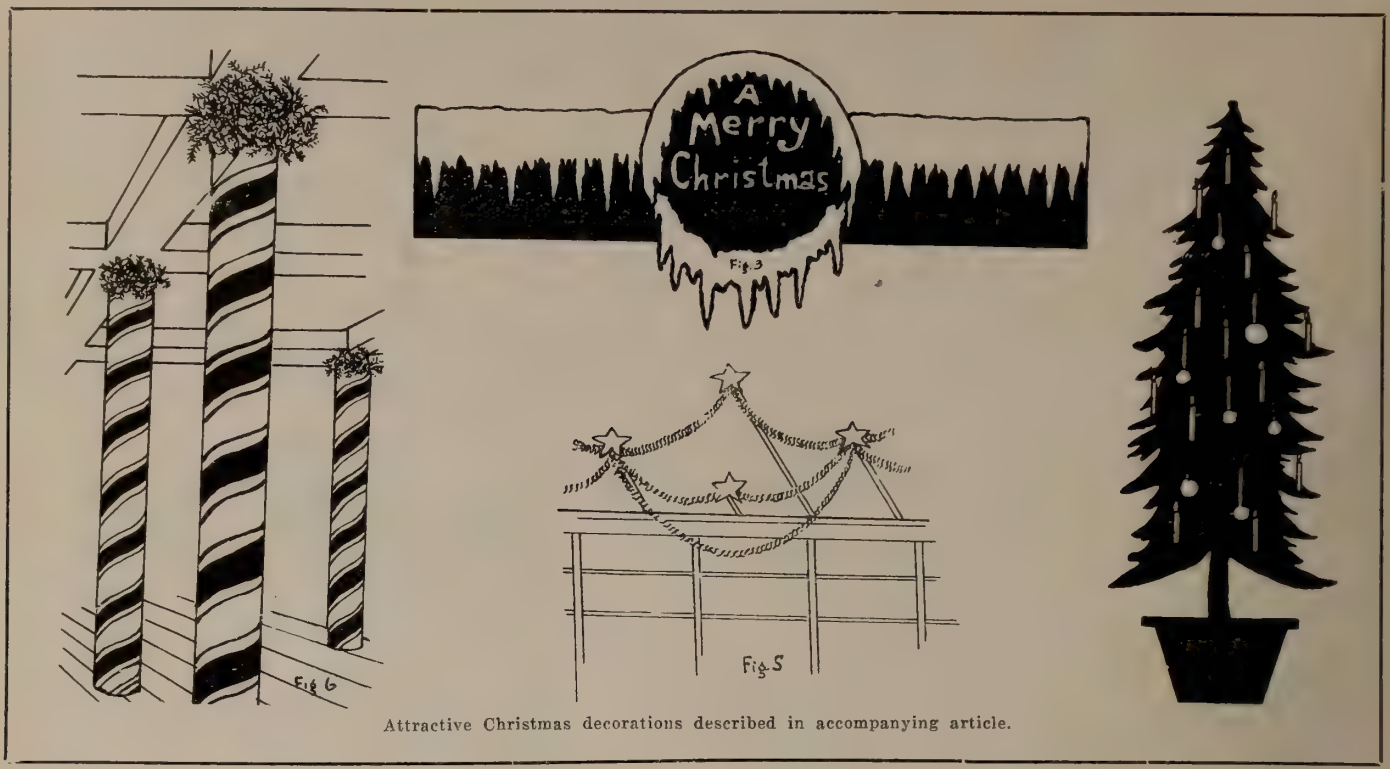
The skeleton setting shown in Fig 2 will help the dealer to build a very attractive display at very little cost. The platform and steps are built of boxes of the proper size. These are all carefully covered with clean wrapping paper tacked on smoothly. The final covering should be crepe paper or cheese cloth. White is probably the best to use, although it soils the quickest, because it forms a splendid background for any class or color of goods.

The circle at the back is made of packing case boards, wall boards, or heavy corrugated pasteboard. It may be built of flimsy materials and small strips of wood fastened at the back to keep it from bending. It is merely set in the back of the window as a part of the decoration and does not support any weight. This should be covered smoothly with crepe paper and ornamented with evergreens as shown.

If there is no background to the window put up a curtain pole and hang a drape or curtain of some kind of red material. This can be used permanently, or intermittently during the coming season as well as in this window. A few sprays of evergreen, trimmings from Christmas trees will be as good as anything, but if these are not to be had tissue paper festooning may be used to outline the top of the curtain and the corners of the window.

How to Make Christmas Background.

The sketch in Fig 3 shows how an attractive freize or upper background can be made out of cotton batting and boards or pasteboard. If necessary a frame-work of narrow boards may be made and the pasteboard or wall board tacked to this. It is set across the back of the window just above the top line of the merchandise



Attractive Christmas decorations described in accompanying article.

display to give it added attractiveness. Cotton batting is fringed with the scissors and the fringe rolled into a semblance of icicles. This is spread across the top. A circle of cardboard is made and cotton batting attached with glue at the top and bottom as shown. The words are worked out with cotton batting also. Green or red may be used with the cotton batting, either being a christmas color. The one most appropriate to the display should be selected. This top decoration could be used instead of the circle and evergreen decoration shown in Fig. 2.

Value of Trimmings.

It is just possible that the retailer does not wish to spend the time in making these decorations. Not that they do not return in profit all the money and time invested, but because he cannot spare the time from other work. He may still have windows that will be attractive enough to be noticed. There are certain symbols of the Christmas season that if used in the decorations are bound to command attention. Some of these are the Christmas tree, the holly wreath, evergreen festooning, Santa Claus, star, etc. Any of these used in the window are symbolic of the spirit of the times, and will in some measure create a bond of union between the grocer and his customers.

A Christmas tree set up and trimmed with tinsel, etc., will attract the grown-ups as well as the "kiddies." A Santa Claus, made of a mask and an old suit of clothes will attract as much attention as a costly wax representation of this good Old Saint. A star calls to mind the star of the East and the wise men who sought the infant Jesus, . . the festooning of the evergreen suggests that the season be ever kept green in our memories, etc. Hence, the use of these in any form will help to get business.

How to Make Xmas Tree.

A window decoration supply house has for sale many Christmas decorations, one of which is illustrated in Fig. 4. This is a conventional Christmas tree cut out of a wall board and painted. The dealer can cut one (or more) of these out of corrugated pasteboard and either paint it green or paste green paper on it. The decorations, the candies, tinsel balls, etc., can all be tied on by making a hole through the board and knotting the fastening at the back. This may be used in place of a real tree, and take up but little room because it can be set very close to the background. The tub should be painted a different color.

Interior Decoration.

The interior of the store does not receive as much attention as it should at this season of the year. Perhaps this is due to the fact that the time cannot be spared to attend to the decorations. At any rate, it is a mistake to neglect this part of the store when making the Christmas decorations. In Fig. 5 we show a very simple method of combining stars and festoons of evergreen or tissue paper. The stars can be cut out of cardboard and gilded, or silvered. Gilt or silver cardboard may be used and time saved. The stars are attached to the ends of strips of wood, which are tacked to the top of the wall fixtures. The festooning is then looped from these. This makes a splendid decoration which is not in the way of the clerks when handling the merchandise.

Don't let the press of business keep you from making striking Christmas displays. It means more money in the cash register to have "different" displays. It means prestige to be thought of as being up-to-date and progressive. That means good-will, in other words, PROFIT.

PREPARATION OF ADS. FOR XMAS CAMPAIGN

(Continued from page 43.)

to make the Christmas advertisement very attractive, for at this season of the year your prospective customers are very busy individuals and the chances are that none but the most attractive ads. will be carefully read.

My suggestion to the dealer is to use larger copy for his Christmas ad. than is used outside the holiday season.

USE WINDOWS TO FEATURE XMAS LINES

Dealers should make most of display windows from now until turn of the year— Some suggestions

AT no time of the year is an attractive window more necessary, or productive of better results, than during the month or so previous to Christmas. The dealer can, by taking a little time and trouble in the arrangement of his displays, make some artistic and effective displays of Christmas lines that will act with magnetic pulling force on the purse strings of the householder, who, it must be remembered, spends much more time, shop-gazing, and does much more purchasing at this season than at any period throughout the year.

Plan Schedule of Articles to be Displayed.

The amount of business secured depends to a large extent, however, on the attention given to display during this time. The dealer has a wide range of suitable items to show and he should plan a series of windows from now until Christmas that will allow him to present them to advantage, and cash in best on the opportunities for trade. He should plan out a schedule of articles that should be featured during each week, and then study out how they can be shown to best advantage. Windows should be changed frequently so as to present as wide a range of suggestions as possible to the public. What may appeal to one person may not appeal to another, and so the value of showing many lines during the period from now until Xmas.

Get Under Way Early

The window campaign should be gotten under way early, so as to get people thinking of the coming event and to impress on them that you carry a good range of holiday goods. There are a few lones that do not sell to any great extent until the holiday is close at hand, but with other lines a good many sales can be induced by early display, and at any rate you are giving general publicity to your store as headquarters for Christmas goods. The dealer should not pass up the advantage that comes from an early start in the Xmas campaign.

Plan in Advance.

Plan your windows carefully in advance. Have a definite idea in mind when you start. The time your window is closed to the public is advertising lost, and etc., can be purchased nowadays at a small cost and if time can be saved in arranging a display it means a good deal.

The trimmer who goes into his window fully prepared, and knowing what he is going to do, can have his display in shape in a fraction of the time required by the man who takes his goods into the window and then decides how he is going to arrange them.

MAKING WINDOW DISPLAYS SELL GOODS

At Christmas or any other time attention should be paid the window display—Change each week

THE fact cannot be too strongly emphasized that at Christmas or at any other season window displays to be effective must be changed once a week. No furniture dealer would think of buying space in his newspaper, writing an advertisement and then letting it run indefinitely. He would change it every issue. The display window properly used is a better advertising medium for the small merchant than the newspaper and should at least receive an equal amount of attention.

Another thing is to feature just a few items in your window each time. You can't expect direct results from general advertising of any kind and your window is no exception. Don't try to put prices of everything you carry in stock in your window at one time but specialize from one week to another. At Christmas time there is a vast variety of lines that might be displayed. Use price cards and descriptive show cards —make your window really talk for you twenty-four hours a day.

Strive for Harmony.

Keep anything out of your window that is liable to distract from or does not harmonize with the article on which you are specializing. Do not for example, festoon your window with artificial flowers when you are displaying kitchen cabinets—flowers are not ordinarily found among the pots and pans of a well regulated kitchen. As a matter of fact, you'll get better results by discarding all novelties and fancy decorations that are foreign to your line and sticking to plain merchandise attractively arranged.

Make your windows simple, don't crowd them. A crowded window will tend to bewilder the beholder and he will not be able to carry away a clear impression or memory of a single article on display.

Last, but not least, wash your windows. Your own face is washed every day and the face of your store should get exactly the same consideration. And once a week give your window a bath by washing the inside of the glass. Give people a chance to see what you are displaying by keeping the glass clear.

Big Business Next Year

THE success of the 1919 Victory Loan Campaign is assurance beyond question that 1920 will be one of the busiest Canada has ever enjoyed.

The demand for all lines of goods will be away above normal, for the simple reason that the people have the money to spend, and after nearly five years of war conditions are in the mood to spend what they have.

It is quite evident that the banks have decided on a policy of preventing speculation in stocks becoming a menace to the community by tying up the country's money and credits. The recent advance in rates on call money in New York is proof of this. If they continue to adhere to this policy it will be good for business generally.

In furniture lines the demand is bound to reach exceptional proportions. Building operations in 1919 reached much higher totals than for many years, but it is generally agreed that building next year will far exceed the extent of this year.

This factor alone means much to the Canadian furniture retailers and manufacturers. Not only will there be greater activity in building, but all lines of furniture, electrical goods, stoves and kitchen utensils will find a bigger market.

It is quite evident, too, that the return to civil life and good wages of men who were getting $1.10 a day in France, is bound to augment very largely the sales of furniture lines.

The farmer has had a big year (except in those districts where drought intervened) and it is safe to assume that the sales of furniture to farmers will be larger even than in the past season.

It is reasonable to expect big business in 1920. There will be great competition for the goodwill of the retailer by manufacturers wanting the retailer to PUSH his goods.



How some Canadian furniture dealers have been conduc ting their publicity campaign for Christmas business.

PREPARATION OF ADS. *for* XMAS CAMPAIGN

Hints and suggestions for the dealer on how to get the best results out of the Christmas campaign

IT is time now that the dealer have his advertising in shape for the Christmas campaign. The period from now until the end of the year is filled with great possibilities. It is the season of the year when trade comes the easiest to the retailer and he should make the most of it by making a strong bid for business in every possible way. An aggressive advertising campaign in which good copy is used will prove extremely valuable in reaching out for the passing trade.

Put Study into Christmas Ads.

It behooves the dealer to set aside a liberal appropriation for this branch of business getting from now until the end of the year and to back up the expenditure of advertising money by effort and study that will make it produce the best results. Not only is it desirable to use larger space than usual in putting your Christmas message before the purchasing public, but copy should be used of a kind that will bring in the best returns for the money expended. This requires a good deal of attention to the preparation of copy, so that it will attract attention and create interest in the goods featured. Judgment must be used as to the space that should be given to various lines, because featuring of some lines will undoubtedly bring better results for you than the same space devoted to some other lines. The outstanding lines should be put in larger type and space than the less important ones.

Use Business Pulling Copy.

Let this be a call to every reader to determine to make his advertising of Christmas goods reap as richly as possible for him. Contracting for space is only a start. Thought should be given to the form and subject matter. It should be remembered that the value of an ad. is reckoned by the amount of goods it will sell. Direct sales returns are only possible by injecting live selling talks into your ads., arranging them so that they will please the eye, drive home the message, and ultimately compel action. Headings should be such as will attract attention and introductions should be brief but strong and convincing. Appropriate cuts add materially to the appearance and attracting power of an ad.

Give Printer Layout for Your Ads.

Do you show your printer just how you want your ad. to look? If you don't you should. As a matter of fact the man who has charge of the store's advertising should lay out a plan for his ads, just as a builder lays out a plan for a house.

Especially during the holiday season does this rule hold good. Every possible effort should be put forth

(Continued on Page 40)

HOW *to* WRITE RETAIL ADVERTISING COPY

Simple language, facts and big space—Cultivate brevity—Should be well written and displayed

A SKILLED layer of mosaics works with small fragments of stone—they fit into more places than the larger chunks. The skilled advertiser works with small words—they fit into more minds than big phrases. The simpler the language the greater certainty that it will be understood by the least intelligent reader.

The construction engineer plans his roadbed where there is a minimum of grade—he works along the lines of least resistance. The advertisement which runs into mountainous style is badly surveyed—all minds are not built for high level thinking. Advertising must be simple. When it is tricked out with the jewelry and silks of literary expression it looks as much out of place as a ball dress at the breakfast table!

The buying public is only interested in facts. People read advertisements to find out what you have to sell. Indefinite talk wastes space. It is not 100 per cent. productive. The copy that omits prices sacrifices half its pulling power—it has a tendency to bring lookers instead of buyers. It often creates false impressions. Some people are bound to conceive the idea that the goods are higher priced than in reality—others, by the same token, are just as likely to infer that the prices are lower and go away thinking that you have exaggerated your statements.

The reader must be searched out by the copy. Big space is cheapest because it doesn't waste a single eye. Publicity must be on the offensive. There are far too many advertisers who keep their lights under their bushel—the average citizen hasn't time to overturn your bushel.

Small space is expensive. Like a one-flake snowstorm, there is not enough of it to lay. Space is a comparative matter after all. It is not a case of how much is used as how it is used. The passengers on the limited express may realize that Jones has tacked on a twelve-inch shingle on every post and fence for a stretch of five miles, but they are going too fast to make out what the shingles say, yet the two-foot letters on Brown's big bulletin board on top of the hill leap at them before they have a chance to dodge it.

You force your salesmen to keep to solid facts—you don't allow them to sell goods with quotations from Omar or excerpts from Marie Corelli. You must not tolerate in your printed selling talk anything that you are not willing to countenance in personal salesmanship.



How the Whalen Co. at Fort William have been writing and laying out their Christmas advertising.

STORY *of* SUCCESSFUL FURNITURE BUSINESS

Lemont & Sons, Ltd., Fredericton, N.B., celebrate 75th anniversary of commencement of business

ON November 10, 11 and 12, Lemont & Sons, Ltd., house furnishers of Fredericton, N.B., celebrated their 75th anniversary in the furniture business.

This history of the Lemont business goes back to 1844, four years before Fredericton had its first Mayor and Board of Aldermen, long before the days of railways and telegraphs. In that year Martin Lemont, an American citizen, who had settled in the city in 1841 or 1842, and had for a short time been in partnership with S. A. Akerley, opened a store on his own account and laid the foundation of the present business.

Changes in Character of Business.

Mr. Lemont bought and sold nearly everything that could be thought of, and the store was for many years familiarly known as Lemont's Variety Store. The character of the stock has undergone many changes since the early days, but furniture has always remained the backbone of the business.

In 1855 Mr. Lemont imported the first kerosene oil ever used in Fredericton. At the same time he placed on sale the first oil-burning lamps. This change from the old candle and candlestick was evidently appreciated, for his sale increased rapidly during the following years. The store still sells lamps, but the sale of oil has long ago been handed over to other dealers.

In the old advertisements Messrs. Lemont made prominent the fact that they were buyers and shippers of raw furs. Modern conditions have brought about the abandonment of this feature, but for many years the firm was able to pay all its European bills by drafts on the London fur concern to which it made shipment of its skins. What a surprise it would be to Martin Lemont if he could come back to earth and see the muskrat skins such as he used to buy at ten or twelve cents bringing four or five dollars a piece in New York.

For many years crockery was an important feature, and the founder of the firm as well as his two sons made trips across the water at various times to purchase crockery, china and fancy goods. The following item appears in a newspaper advertisement dated July 26, 1867:

"Mr. Lemont having returned home from England after six months' absence, has made arrangements to buy, and has bought English, French and German goods which we are receiving by different vessels from Liverpool. Also our stock of American goods will be as large as the wants of the market require."

The crockery department has now become of minor importance, while fancy goods and toys have entirely disappeared. Indian goods, formerly extensively handled, have been almost entirely eliminated. Pianos and organs, bicycles and other articles have long since been dropped, and for a number of years past the description House Furnishing Store has taken the place of the old sign, Variety Store.

About the year 1890 the first purchases of carpet were made, and the floor covering department is now second in importance to the furniture end.

Changes in Location.

The original Lemont Store was in the Slason building, opposite the Officers' Square, where Sharkey's building now stands. It went up in flames in the great fire of 1850, and Mr. Lemont started again in Phoenix Square. Here he again suffered from fire in 1854, and moved down town to what was known as the Coy Block, just above the present store. A fire destroyed this building in 1859, and he took up temporary quarters on the opposite side of the street. In 1860 he returned to the rebuilt Coy Block where Harry Crowley now does business and remained there until 1871 when the present building was purchased from Wm. Wheeler. The store premises were greatly enlarged in 1901 by the lease of the adjoining property from the Timothy McCarthy estate, thus giving the store a frontage of 52 feet. During the present year this property has been purchased from the McCarthy estate, as well as the vacant lot just below extending to the Neill building.

Prior to the introduction of the protective tariff of 1878 nearly all of the furniture sold in this country was made in the United States. There were no commercial travelers in the early days, and Martin Lemont spent much of his time in Boston, buying furniture and other goods for his customers. At the time of the Civil War a great deal of old mahogany and walnut furniture was thrown into the auction rooms of Boston, and Mr. Lemont picked up many bargains in this line. Indeed, much of the old mahogany furniture now to be seen along the St. John river was imported by him at that time.

In 1859 he began the practice of chartering schooners in Boston which he loaded with goods for this market. In an old advertisement appears the announcement that on July 13th, 1859, was the first arrival of a direct shipment from Boston, including ten dozen cane seat chairs. In 1862 there is an advertisement of a shipment including "well-seasoned, beautifully finished wood seat chairs, selling at two shillings and six pence for cash only." With the development of Canadian manufactures, shipments from the United States have gradually dwindled, until now only a few special articles can be advantageously bought in the Ameri-

LONG PERIOD OF HONORABLE BUSINESS LIFE.

A consistently honorable business record of seventy-five years is the proud position of Lemont & Sons of this city, who are now celebrating the anniversary. It has been the privilege of but few firms to be in business for so long a period. The announcement of the anniversary, made in these columns on Thursday, admirably told also the story of the start in life, the progress from decade to decade, and finally the victory. We heartily congratulate Lemont & Sons on their accomplishments. Old established firms too frequently drift into ruts in which they unconsciously remain to their detriment, but with Lemont & Sons there has ever been the determination to conduct business on advanced and modern lines, meeting the requirements and tastes of the buying public in the changes which come with the years.—Fredericton, N.B., Gleaner.

can market. This shows what advance has been made in Canadian Furniture manufacturing in recent years. At present Canadian factories are pressed with orders for the home market alone.

The present head of the firm is J. M. Lemont, a grandson of the founder, the founder and his two sons having all passed away. William Lemont, who entered into partnership with his father in 1862, died in Alabama in 1917. The younger son, Martin Lemont, Jr., entered the partnership in 1874 and died in 1904. The firm has been known as Lemont & Sons since 1874, but in 1906 the word Limited was added, the business in that year being transferred to a joint stock company, of which William Lemont became President, and J. M. Lemont, Secretary. At present J. M. Lemont is President, and W. L. Jennings Secretary.

1844 - - 1919

COMPLIMENTS OF

LEMONT & SONS, LTD.

ON THEIR SEVENTY-FIFTH ANNIVERSARY

NOVEMBER EIGHT

NINETEEN HUNDRED AND NINETEEN

Sample of card that accompanied the floral gift.

Standing and Policy.

It is a matter of pride to the present owners that the store through the long period of seventy-five years has always been able to meet every dollar of its liabilities, and has never even asked an extension of time from its creditors. For nearly half a century the firm has not given or accepted a draft, and for many years has paid cash for all purchases.

The business has never been a money maker, the proprietors being content with a moderate profit, and being willing to live in a modest way. The oft repeated prayer of the founder was the prayer of Agur, and the prayer was granted both for himself and his successors! "Give me neither poverty nor riches; feed me with food convenient for me; lest I be full, and deny thee, and say, Who is the Lord? or lest I be poor, and steal, and take the name of my God in vain."



The carnations given away would make a good window display.

Any success which the firm have attained during three-quarters of a century has been through the generous co-operation of the public, and the principals hope to merit this confidence during the fourth quarter century upon which they are now entering.

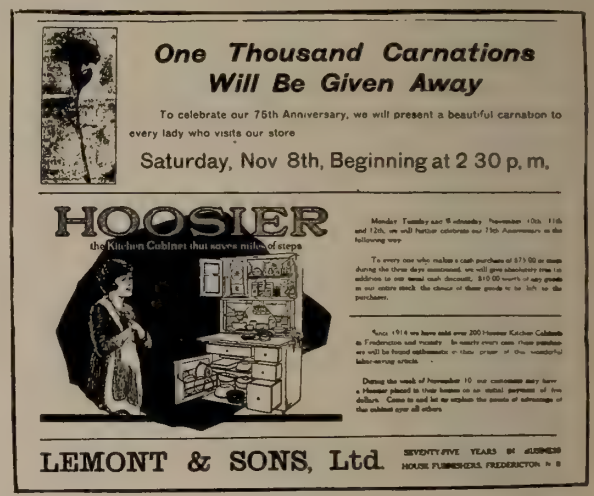
The old-fashioned virtues of integrity and honesty which dominated the mind of the founder of the business are still the company's ideal, but in this 20th century they have added the new note of Service.

The members of the firm are glad to place at the disposal of the community all their facilities, all their knowledge, their long experience, their brains and their hands. They have no higher wish than to carry out the thought embodied in the simple, beautiful motto of the Prince of Wales: "I serve."

To celebrate their 75th Anniversary, Lemont & Sons distributed one thousand carnations to all ladies who visited the store, whether purchasers or not. A special sale was also held. Every cash purchaser of $75, or more, worth of goods during the three days was given in addition to a ten per cent. discount a present of $10 worth of goods, the choice being left with the purchaser.

The local press commented thus on the display of carnations by the firm:

"The remarkable display of flowers in Lemont's large show window was viewed by crowds of people yesterday and to-day. The carnations are being given away to the ladies this afternoon and evening. Among the interesting objects shown at Lemont's store in connection with their 75th Anniversary is an old bedroom suite bought by Mr. William J. Crewdson nearly sixty years ago from Mr. Martin Lemont. The suite is of painted pine, and, though used continuously ever since, is in an excellent state of preservation."



Nearly a page space was taken in giving publicity to the Anniversary Sale.

LAST CALL FOR CHRISTMAS BUSINESS

(Continued from page 36)

placed on the floor in the front store. It was sold that day. Another ordered, opened and put on the floor went two days later, and a third ordered and shown went on the Saturday. A fourth is now on the floor, or rather was when the writer called.

By carefully watching city prices, ordering when supplies are free and prices inducive, planning ahead for Christmas and other seasons of the year, careful display, cleanliness and neatness about the store, it is not much wonder that McKillop & McIntyre have been able in eight years to increase their business from $7,000 to a yearly turnover of $37,000; and to leave the class of leaseholders for that of owners of their own property.

Canadian Furniture World

TORONTO DECEMBER 1919 CANADA

A THRIFT REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.
Thanking you, we are

Gratefully yours,
THE COMMERCIAL PRESS, LIMITED.
32 Colborne Street, Toronto.

A Joyful Christmas

This should be a joyful Christmas for the people of Canada. The very thought that the festive occasion can again be celebrated with the world at peace after the slaughter of the few years, cannot help but bring joy and happiness to the great majority. There will be many homes, we regret to say, where there will be mourning for dear ones who will no more join the family group in Yuletide celebrations, but the loss of these is tempered by the knowledge that they died for freedom's cause and the objects for which they fought are near to accomplishment.

The success of the cause for which the Allies have been struggling for the past four and a half years is surely reason for cheer. Let us all unite in that cheerful thankfulness that we should feel at this time, knowing that the clouds are rolling away and the sun of an era of greater things is breaking through.

May the peal of the Christmas bells find joyfulness in your heart and happiness and prosperity in your home, is the wish that we extend to you.

* * *

Photographs of Your Display

A successful window trimmer known to the writer makes a practice of having photographs taken of his outstanding displays and pasting them in a photograph album for future reference. They are found of great assistance in suggesting arrangements for other displays. They are especially helpful in offering suggestions for seasonable windows.

The present would be a good time for other dealers to begin a photographic record of displays. Some good Christmas windows are generally arranged and these will form a good beginning for such a collection.

Store proprietors will find such records extremely valuable in case a new man takes charge of the windows. They will show the new trimmer just what arrangements are best suited to the windows in question and also supplement his own ideas as to good general arrangements.

Begin your collection by photographing your special Xmas window. And don't forget to send a copy to The Canadian Furniture World for reproduction.

More Business Possible.

In a recent interview with an editor of this paper, an Ottawa dealer made the point that the average retail store to-day could do more business than it is without materially increasing expenses.

This is undoubtedly true. The dealer has to pay a certain amount for rent, light, heat, etc., whether he is doing a minimum or maximum amount of business for the size of his store. Quite frequently it is the case that his clerks could handle more customers and his delivery service more goods. In other words, he is not operating to capacity, and a retail store, just as a manufacturing plant, if it is not working to full capacity, is not operating on the most efficient basis possible.

We will say, for instance, that a store is doing a business of $30,000 a year and that its average gross profit is 20 per cent., and on this volume of business expenses run 15 per cent. This would mean a gross profit of $6,000 and expenses of $4,500, leaving a net profit of $15,000. Now, suppose that this store could increase its sales to $40,000 with an added expense of $500, what would be the result? The gross profit at 20 per cent. on this business would be $8,000 and if expenses were increased $500 to $5,000, the net profit would be $3,000, instead of the previous $1,500.

Thus, is shown the value of pushing for business above the usual volume. It is generally done at comparatively small additional cost and accordingly is like so much velvet.

* * *

The Christmas Trade.

Conditions at the present time point to a good Christmas trade. The public appear to be well supplied with money, and there will be a festive spirit abroad in the land that has been lacking during the past three or four years on account of the absence of loved ones overseas. This festive spirit will mean the freer spending of money and the dealer should do his best to corral his full share.

Each dealer's success in the coming Christmas campagn depends to a large extent on his individual efforts. As he sows so shall he, to a large extent, reap. Sow seeds of business in the form of good window display, aggressive advertising and strong selling effort, and you will reap richly of Christmas business.

* * *

Send Us Your Xmas Window.

We believe that there will be more good Christmas windows turned out this year in Canada than there has been since 1913. During the war years the average store was handicapped by lack of help and naturally there was less attention given to the windows. More help is available this year, however, and there will naturally be a revival in the interest taken in Xmas window trimming, both by proprietors and clerks.

There is always an extra special display put in by the trimmer just before Christmas, in which he puts forth special efforts to turn out something unusually good. He generally takes a great deal of pride in their display and usually has it photographed.

This journal is anxious to secure copies of these Christmas windows and will appreciate it if dealers and their clerks will make it a point to forward them to us for reproduction in our columns. Just address them to the editor at 32 Colborne Street, Toronto. He will thank you and so will our many readers throughout the Dominion.

* * *

False Economy. Some dealers have a very erroneous opinion of the real meaning of economy. For example, the writer knows one dealer who is saving the price of an awning, but as a result is compelled to keep the blind in his display down during the entire morning. He is on a street that is traveled a great deal and there is no doubt that he loses the opportunity to secure many sales by having his blind down for this long period every morning the sun shines, not to mention the unfavorable appearance given to the store.

This is certainly a case of false economy, but there are others just as bad practiced by many merchants. In saving money, the dealer should stop to consider whether or not it is good business.

* * *

Time Well Spent. Some dealers, perhaps those who are too busy to read trade papers, neglect their window displays, because they think they have no time to attend to them properly. As a matter of fact, there is no way in which they can spend their time, measured in dollars and cents, more profitably than in dressing their windows. To allow a window to go vacant or unchanged for a long period is as expensive and foolish as it would be to pay for blank advertising space in a newspaper day after day or week after week. A window does or should sell goods, and should be on its job night and day seven days a week. If neglected its efficiency is gone. It would be as sensible to say one had no time to wait on customers as to say he had no time to attend to his windows.



No. 93—Lady's desk made in plain fumed oak—a new line with the Stratford Manufacturing Co., Ltd.

Told After Business Hours

SUSPICIOUS AT THAT.

Old Jenkins was mad with rage. For twelve months he had taken the plate around at the local church every Sunday. Now someone else had been asked to perform the duty.

"I consider I have been grossly insulted," he said to a friend.

"But," said the latter. "I don't think there is any bad feeling toward you."

"I don't know about that," roared Jenkins, "but it looks very suspicious. The fellow they have asked to do the job has only got one arm."

———

HE KNEW HOW.

Lee Fong was brought before a local magistrate and fined for breaking the law. The magistrate had great difficulty in making the Oriental understand, as he feigned entire ignorance of English. Finally, in desperation, the magistrate said:

"Here, man, do you see? That is one dollar. Pay it —or go to jail."

The Chink still appeared to be unenlightened, and the magistrate repeated the question.

"Allow me to talk to him, your Honor," burst forth the husky cop who had arrested him. "I'll make him understand."

The officer approached the prisoner and shouted in his ear: "Say, you with the teakettle face, can't you hear anything? You've got to pay a fine of two dollars."

"You're a liar!" shouted back the Chink. "It's only one dollar."

———

WHY THE EDITOR LEFT TOWN.

He saw the following in his paper:

"Mrs. Johnson read a paper for the women's club entitled: 'Personal Devils.' Seventeen were present.

"Mr. John Crouse shipped a carload of hogs to Kansas City last week. Three of his neighbors went in with him to make up the load."

———

HER FOOT SLIPPED.

Reminiscent of the time when Toronto was thrown into a state of excitement by the exploits of an individual known as "Jack the Kisser," who used to jump out of dark places, grab the girls, kiss them and run away, a lady tells this story:

"A young man friend of mine and a girl were discussing the kisser, he declaring that a man could kiss a girl whether she willed it or not, and she maintaining that it couldn't be done. Finally, they decided that the only way to prove their contention was to try it. They did.

"And the man won after a brief struggle, and kissed the girl ardently for several minutes. Then he released her.

" 'Oh, well,' said the girl, 'you really didn't win fair.' My foot slipped. Let's try it again.' "

WINNING SUCCESS *as* A FURNITURE DEALER

Advice for the merchant to make the most of his opportunities—Selecting clerks—Giving credit

By J. A. LAKE.

Now with your goods properly marked you are ready for your clerks. Select only such as will be a credit to your business—those who are honest, manly and whom you can trust. Remember your store is not a reformatory. Insist upon good morals and good language and permit no remarks to be made about customers after they have left the store. Don't allow smoking while on duty. This is dirty around a place of business, as ashes don't always fall on the floor and it is distasteful to many ladies. See that the men appear clean, and see that they come on time, morning and noon, and let that time be early enough to get your store in first-class shape befor the morning and afternoon shopping hours begin.

Permit no knocking at each other or at the place of business. A clerk who cannot comply with the rules of successful business should be immediately removed.

You may ask how a person can train clerks in such a way. First, set the example, and second, follow it yourself, and then, if you cannot do it, you better quit the business. Remember that no place of business can rise much above the level of the men who do the work and take care of the trade, so be sure that your salesmen are the best you can possibly obtain. One $15 per week clerk is easily worth two $10 clerks if he actually earns his money.

The Giving of Credit

In the extension of credit to your customers, use a little judgment. Look up their salaries, habits, etc., and make them better customers and surer pay by encouraging and helping them to live within their income. Insist that they pay in full each pay day. By doing so you are helping them as well as yourself. Mail out your statements to everyone the first of each week or month and teach them that you are looking for—and by right should have—your pay. All this can be done nicely and without offense to your most sensitive customer if you use a little tact.

There is no more reason why you should loan out your goods for a long time on a small net margin and with no interest and no security than that a bank should do likewise with its cash. Imagine what a bank's depositors would say if it used such business methods. Your wholesalers have as much right to criticise you. Check and re-add all accounts every day or so and notice the money you will save by correcting mistakes. Try this. I firmly believe that the money we have saved this year through checking our accounts will pay for a good adding machine. Besides, we have the satisfaction of knowing our accounts are right.

Your business owes you a stated salary just the same as it owes your clerks one. Draw it and pay for everything you take from the business, just as you ask your clerks to do. If you want a cigar, charge it to yourself. If you were working for someone else you would have to do this. There is no more reason why your business should furnish you or your clerks free cigars than that it should furnish you or them free tickets to the theatre. Cut out such foolishness. It is a relic of the past and has no place under the commercial conditions of the modern business. Use economy in all lines, but not to a point where the saving of a few cents or dollars will cost you heavily and, in time, make your business obsolete. Keep it alive and modern. This does not mean to be extravagant.

Run your own business. Stand on your own feet. If you have a competitor who is foolish and is making mistakes, it is he, not you, who must suffer in the long run. Do not pay any attention to or notice his prices. When he sees his methods are not making him any money, he will quit and get down to business or sell out. If you enter the same game, the chances are both of you will go.

Poor Goods Not Bargains

Times have changed. People are not attracted by poor goods at a bargain as they once were. Good goods and good service are the weapons to use against such a competitor and people will soon find that your goods, even at a little more cost, are the real bargains and then the day is yours.

These subjects are touched but lightly, as each one is a full topic in itself. They all need the utmost study. Each store, clerk, customer and stock requires your constant attention. Fortunate, indeed, is the business where manager, clerks and stock are all of the best, for such is assured of success. They are the three great "pulls" and when pulling together their course is always right and that course is the road to success. Travel it. It may be a little more rugged in the beginning, but when once upon its well-beaten path, it is easy to follow to an end that is a pleasure to its master, for what man does not find his greatest happiness in looking back over a successful and well-spent life?

Retail merchants are engaged in a great and noble business, a business that stands a just share of our taxes and far more than a just share of all charity work, a business whereby mankind in general is benefited and usually far more than we ourselves; a business where the toil is as great, the hours of labor far longer and compensation as low as any labor or business within the realms of our great commonwealth.

It is a business that has been criticised, abused and even slandered as few businesses ever have been and yet it has emerged unsoiled from this sea of criticism and to-day stands as an everlasting tribute to the good judgment and honor of the men who have made up its ranks in the past.

The only right any business has for an existence is what it contributes to and does for its community and its patrons, and we must be men who are worthy of the great business we are engaged in and continue to conduct our business so fairly, so honorably, and so above board that they who contribute this unjust criticism in the future must perish and be forgotten, as has been their case in the past.

I assure you that when this is done and the troubled sea has calmed, you will see the retail merchant and his business standing benefited by what criticism may happen to be just, just as you see one of our great lighthouses standing after a great storm.

For The Retail Dealer

ASK YOURSELF THESE BUSINESS QUESTIONS

One large firm in the United States provides its travellers with the lengthy set of questions given herewith, which it asks them to answer in regard to the dealers which they call on, so that each merchant's status can be sized up.

It is a list of questions which dealers would do well to put to themselves. Look over the list.

Accounting

Does he keep a set of books?
Does he keep accurate record of all transactions?
Does he deposit all cash received?
Does he pay all bills by cheques?
Does he want to know how to safeguard his cash receipts?
What proof has he that his cash sales are recorded or accounted for?
What proof has he that deliveries are charged and recorded?
In his expenses does he include salary for himself or any member of his family working in business?
If he owns building does he charge expense with a fair rental?
Does he know his cost percentage of doing business?
Do his records help to fix his selling prices?
How does he arrive at selling price?
How does he figure profits?
Does he ever take stock of merchandise?
How often?
Does he want suggestion as to how to quickly and accurately take stock?
Any dead stock lying around?
What is his turnover on stock?—Capital?
Does he know which departments are losing?
Does he know percentage of gross profits in each department?
Does he know in which department his capital is locked up unprofitably?
Does he know sales record of each salesman?
Does he compare daily, weekly, monthly, and yearly records?
Does his system indicate whether he's going backward or forward?
Does his system involve too much work?
Shall we suggest a shorter way?
Does he want advice on bookkeeping?

Cash Discounts.

Does he pay cash for everything and get the full discount?
If not, how much cash required to do so?
How much would he save by discounting all?
How much merchandise does he purchase annually?
Is he interested in having figures prepared showing what he would save by borrowing, then discounting?

Cash Sales

How does he record them?
Does he use a cash register?
Is he interested in a method of safeguarding his cash sales?

Buying

Does he know what goods he really needs when ordering?
Does he want a remedy for overbuying?
How does he plan to meet his bills?

Collections

What collection system does he use, if any?
What follow-up system for overdues?
After accounts are charged off, how does he keep in touch with developments?

Extending Credit to Customers

How does he determine amount of credit his customers are entitled to?
Does he limit any accounts?
How does he charge credit sales?
How does he keep in touch with customer's standing?
Does he use any Risk Directory?
Is he interested in a credit talk?
Is he interested in a system of credit extension?

Dealer's Credit Rating

Is he interested in his mercantile rating?
Shall we keep him informed of changes?
Does he think he is entitled to a better rating?
Shall we try to get it for him?

Delivery System

Does he use horse and waggon?
Cart?
Motor truck?
Is he satisfied with results?
Does he want suggestions for economical deliveries?

Fixtures

Attractive or unattractive?
Suitably arranged for locating goods?
Is he interested in suggestions for suitable equipment?

LET CLERKS DO A LITTLE

Too many dealers are imbued with the idea that they must do everything if it is to be done properly, and, accordingly, we find them taking up valuable time looking after work that could just as well be done by a clerk. They take up time looking after small unimportant details that might be devoted to more important things that would increase sales and make more profit for the store.

It is just such men who are constantly complaining that they cannot get clerks who take an interest in the business. The truth of the matter is that they do not give clerks half a chance to get interested. They will not intrust employees with any work that they can manage to find time to do themselves. What they would do if they were in charge of a really big business it is difficult to say. It is one sure thing, that if they desired to succeed they would have to give clerks a chance to do a little. Maximum progress in any store is best secured by this policy.

THOSE IN SERVICE OF CROWN CANNOT BE GARNISHEED

Civil servants, soldiers and all others in the service of the Crown cannot be garnisheed.

It might be pointed out that if a person has a private income aside from what he receives from the Crown, that it can be garnisheed.

Talking Machines in the Furniture Store

BE ALWAYS ON LOOKOUT FOR SALES.

TOO many dealers seem to think that if they carry a good supply of the latest records in stock that is all that is really necessary for inducing extra Christmas sales. But notwithstanding the great public interest in, and the demand for, records these days, no dealer can feel satisfied that he has reached the limit in sales, and he must never cease his campaign to arouse interest, for it is the unconventional that attracts, and novel plans must be tried from time to time.

In traveling through the country it will be noted that the successful stores are those that are ever on the alert to utilize their windows to good purpose—to organize schemes that will catch the public eye and compel the attention of the public.

Some time ago a San Francisco store arranged a display which created considerable attention. In the large square window between the entrance doors they installed an upright piano; here two young men, pianist and vocalist, gave daily concerts at noon and again in the afternoon when the shopping crowd was the largest. A large easel was placed in regular vaudeville style, the name of the selection being rendered, and thus the sheet music and records handled by this house were admirably advertised. In other hours of the day a talking machine in the window rendered popular selections, a small boy in green uniform with gold braid being detailed to change the records, and see that the name of each selection was placed on the easel so that all could see.

For those who do not wish to employ living models it is suggested that they give the scheme of a gramophone company in Montreal a trial. Overhead, in the lobby, just above the entrance door, was a gramophone, with horn attachment. In front of it was a board with double grooves so that a card could be slipped in and taken out. Whenever any new or well-known selection was being reproduced they placed in the grooves a card on which the name of the song was printed. Below, painted on the board, was the phrase, "Is now being rendered." In this way the name and melody at once became associated in the mind of the public.



A holiday touch will greatly add to the value of a window display.

Not only should the name and melody of the new records be given publicity, but this publicity should be timely. People are always on the lookout for appropriate selections for holidays and special celebrations, and if it is known that your store is bearing this in mind, and will have a special display several weeks in advance of the stated occasion, all in search of special music will be sure to flock thither. In order to attract

the great number, however, who may not be acquainted with your custom in this respect, appeal should be made through that most efficient silent salesman—the show window.

Take for example the Christmas season—it is right here. It is an occasion which is observed all over the land with dinners, dances, concerts and public gatherings. Individuals and clubs are always on the lookout for appropriate music for such an occasion. Recognizing this a Birmingham, Ala., house set forth the striking and attractive window herewith pictured.

The idea of special music for special days, and its featuring, both by window displays and concerts several weeks in advance of the date, could be extended indefinitely to cover not only Christmas, but May festivals, June weddings, Easter, etc. With appropriate decorations of flowers and ribbons, wax models of life-size cut-outs the window can be made attractive.

For sheer artistic beauty in featuring records it would be hard to surpass a recent window put in by the Fletcher Piano Company of Vancouver. Across the upper part of the background was a white fretwork covered with maple foliage in blue tint, and among which were many tiny electric bulbs in red, yellow and blue. Suspended from the centre of this archway was a large black wooden sign in the shape of a bar of notes, lettered in white: "Note the notes; and note the price." All around the window was a series of pedestals of various heights, draped in white, on each pedestal being set a record, placed upright in a wire rack. Forming a large V extending from the centre of the background to either side of the front was a ripple of black and white silk, upon which were laid clusters of scarlet poppies. In the centre of the display on a mound covered with similar silk was a marble statue —"Anticipation"—showing the half reclining form of a youth, in listening attitude, with hand to ear and lips parted in anticipation of sounds he expected to hear. A talking machine concealed in the background rendered springtime music.

LATERAL CUT PHONOLA RECORDS.

Phonola dealers throughout Canada will be interested in the announcement from the Phonola Co., of Canada, Limited, Kitchener, that the firm's records are now issued in the lateral cut type. This initial list is already made public, and it is expected that these selections are in for a big run from start, which will make the second and succeeding monthly issues a subject of keen anticipation.

TORONTO MEN GRANTED PHONOGRAPH PATENT.

George A. Brown and Wm. A. Shaw, co-inventors, of Toronto, have been allowed twenty-nine claims on patent No. 193033, a phonographic device for automatically interchanging a plurality of disc records on the revolving table of the phonograph, and means for carrying the grooved face of a record in and out of contact with a phonograph needle. A number of other features are also patented.

MUSIC NOTES.

Pathe Freres Phonograph Sales Co., Ltd., Toronto, has been incorporated with a capital of $40,000.

The Hoover Suction Sweeper Co. of Canada, Ltd., Hamilton, has been incorporated with a capital of $1,000,000.

The Brilliant Phonograph Corporation was recently registered at Toronto, as also were the Danielson Victrola Shops.

The Emerson Canadian Company, Limited, capital $500,000, head office Toronto, plans to manufacture and deal in phonographs of all kinds.

Phonograph Specialties, Limited, head office Montreal, capital $150,000, plans to carry on a general business in parts of machines and hardware.

The Niagara Peninsula Music Dealers' Association at a recent meeting held in Welland proposed to build a structure on the local exhibition grounds to house musical instruments.

The prices of records have been again advanced in England. "Not very much, but sufficient to make it necessary to transfer the increase to the customer, the proposition so far as the dealer is concerned remaining as it stood before," according to the London Talking Machine News.

The use of phonographs in Toronto public schools for illustrative purposes is recommended by the Board of Inspectors to the Management Committee. They should be used in connection with the regular work of the schools, say the inspectors, but the records should be carefully chosen, and approved by the board before being used.

An important meeting was held recently at the Toronto offices of the General Phonograph Corporation. The manufacturing heads of the firm's newly acquired factory at Kitchener—Messrs. Arthur B. Pollock, James Pollock, A. H. Welker and E. W. Clement—were present conferring with C. J. Pott, the manager for Canada, on details concerned with business extension production questions. Mr. Pott reports that the addition to the Kitchener plant is progressing rapidly and that they have closed some large contracts within the past few days.

A BEAUTIFUL CATALOGUE.

A catalogue that stands in a class by itself is that just published by The McLagan Furniture Co., Ltd., of Stratford, Ont., illustrating and describing the McLagan Phonograph. As the catalogue says, the McLagan Phonograph "speaks for itself," and the catalogue certainly speaks well for the company's line of phonographs.

It is a booklet of 32 pages and cover, printed in sepia. The only other color is a gold panel on the cover. Inside, the catalogue is well printed, the illustrations and letterpress being very fine. Devoted especially to period lines, the catalogue gives attention to the various designs and gives also comprehensive conception of the whole McLagan line of phonographs, which are built with the same careful attention to detail that has made McLagan furniture famous in Canada.

The McLagan is a modern phonograph, built to give lasting and ever-increasing pleasure. It is an artistic musical instrument, and reproduces every make of disc record perfectly. It carries the McLagan guarantee of what every purchaser has a right to expect. Toward the end the catalogue has a section devoted to the mechanism of the McLagan phonograph, which should be interesting to those who are looking for the last word in phonographs.

CHRISTMAS DRIVE THROUGH ADVERTISING

Ways and means of making Xmas publicity show a profit—Things to avoid—Make ads. practical

IN talking successfully through the media of type, you must know what points of your proposition will be the quickest to impress your prospect, and then drive home these points, being sure to talk from the outside in, and speaking the language of the people you hope to reach. Make your ads. easy to read and hard to forget.

Never make the mistake of knocking your competitor, for too often every knock will prove a boost. The less anyone talks about him the less he is known. The very fact that you find fault with his goods or methods shows that they have attracted your attention, and that you are more or less "hit." Tell the virtues of your own products, but carefully avoid any mention of your competitor's.

Your advertisements must be of real and practical value. Do not try to make them "newsy" and make them short, snappy and absolutely to the point.. Just look over the papers or magazines yourself and see what kind of advertisements most strongly appeal to you. Surely it is not the one that is filled with verbal extravagance and with confusing borders and illustrations, but the one which is simple, sincere and tells a story in a few words. You are only average in this regard, and your advertisements will appeal to others upon the same basis.

Tell your prospects something interesting, offer them, for a story that is sincerely told carries conviction with it. Advertising of the proper kind is that which carries with it conviction. Advertising of the proper kind is that which causes people to know and remember what you offer and to act in the matter of purchase. It is something like fishing, angling for business. If your bait is good and well placed, and you have dropped your hook and line at the right spot you are sure to get "bites," and if you handle these "inquiries" correctly the sale will be yours.

Big sales lost are like stories of the big fish which got away. It is only the ones that are in the boat that count. First you must have an article of merit. Advertising a second grade house paint at a first grade price will kill all future sales. Second, you must have confidence in the merit of the goods offered, for if you have no confidence in them you certainly can not be expected to write or talk in such a way as to win confidence of those to whom you wish to sell, and third you must have enthusiasm. Enthusiasm is really the steam that drives the sales engine.

After this you must be persistent. Here to-day and gone to-morrow leaves an unsteady impression. It gives an idea of insecurity. If you advertise only once or twice a week, always have these ads. appear on the same days, and if possible of the same space and in the same position, so that they may be more effective. People get in the habit of looking for them, and do not let your interest stop when a customer has once bought your goods. Show him that you still value his trade. Make him a permanent customer, not transient.

Advertising can also be made to have a great educational value. Educate the people in your territory to know your store, by name, and to know the articles you offer, by brand name. When they once buy the enamel you carry and are absolutely satisfied with its work on the job, they will invariably want more of the same brand when again in the market. They will come back and ask for it by name. They will know exactly what they want, and call for it and feel a certain sense of satisfaction on having this acquaintance with so good an article.

Give these ads. a Christmas look, and an illustration or two will prove a big help as a business getter.



No. 408½—From a parlor suite by The Ellis Furniture Company, Ltd, Ingersoll, Ont.

GOOD ADVERTISING INCREASES TRADE.

Does my business, as it is now being conducted, show progress, or is it just moving along without making my competitors "sit up and take notice"? Am I accomplishing anything or getting anywhere? Will my business at the close of the year show any growth? These are questions which are certain to arise in the mind of every business man. The answers to them will measure the difference between the progressive business man and the unprogressive—the man who advertises constantly and the man who does not. This is no haphazard statement. It is backed up by the most eminent authorities.

The great Macaulay realized the tremendous value of advertising when he said, "Advertising is to business what steam is to machinery." William Ewart Gladstone, the great British statesman, held the same opinion in a statement which he made shortly before his death. "Publicity," he said, "is an enormous power in business, and nothing can make money without it, save a mint." Lord Roseberry, when premier of England, stated to his cabinet on one occasion that advertising was the advance agent of prosperity, and that it was unquestionably the most wonderful modern commercial agency. Horace Greeley once remarked that to neglect to advertise was like resolving never to travel by steam or to communicate by telegraph. John Wanamaker, one of the greatest advertisers in the world, says, "It is impossible to build a large business to-day without publicity." These are the opinions of men who knew and know whereof they spoke and speak, who have proved their assertions to be absolutely correct and who did not and do not fear contradiction.

Advertising is the greatest factor in commercial progress. It tells things that even the best salesman forgets to mention. It introduces the goods as well as the salesman. It insures for the salesman a hearing when he reaches the prospective customer. It brings orders when the salesman is not on the ground. It supports the salesman in his statements to the customer. It cements the friendship between the seller and the buyer. It creates respect for the firm as well as for the firm's representative.

The successful advertiser, however, is the one who sticks, who does not expect great things at the start, who keeps everlastingly at it and who does not curtail his advertising when business is good nor cut it down when business is bad. The human mind is like a fertile field. Sow the seed, keep watering it and it will take root and grow. In due time the harvest comes, but it cannot be expected a few days or weeks after the seed has been sown. With advertising as with everything else, the sticker is the winner.

Is it any wonder that the public likes to purchase goods that are advertised and bear a trade-mark? The trade-mark is not simply a device of the manufacturer to help the purchaser buy his goods; it is also the manufacturer's guarantee of the quality of his goods.

CHRISTMAS ADVERTISING HELPS.

Advertise—Do it more abundantly now than at any other time. This is the spending season—bring these spenders to your store. Advertise in the newspapers.

By all means, do not neglect to put two or three package enclosure slips in every package you wrap. people read all these enclosures at this season in their search for gift suggestions—this is advertising that pays big right now, as well as at all times.

DECALOGUE FOR MERCHANTS AND SALESMEN.

I. Thou shalt not wait for something to turn up, but thou shalt pull off thy coat and go to work, that thou mayest prosper in thy affairs.

II. Thou shalt not be content to go about thy business looking like a loafer for thou shouldst know that thy personal appearance is better than a letter of recommendation.

III. Thou shalt not try to make excuses, nor shalt thou say to those who chide the, "I didn't think."

IV. Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it, for thus may thy days be long in the job which fortune hath given thee.

V. Thou shalt not fail to maintain thine own integrity, nor shalt thou be guilty of anything that will lessen the good respect for thyself.

VI. Thou shalt not covet the other fellow's job, nor his salary, nor the position that he hath gained by his own hard labor.

VII. Thou shalt not fail to live within thy income, nor shalt thou contract any debts when thou canst not see the way clear to pay them.

VIII. Thou shalt not be afraid to blow thine own horn, for he who so faileth to blow his own horn at the proper occasion findeth nobody standing ready to blow it for him.

IX. Thou shalt not hesitate to say "No" when thou meanest "No" nor shalt thou fail to remember that there are times when it is unsafe to bind thyself to hasty judgment.

X. Thou shalt give every man a square deal. This is the last great commandment, and there is no other like unto it. Upon this commandment hangs all the law and the profits of the business world.—Graham Hood.

MANAGING THE SALESMEN.

The hardest task a man can be set to perform is to tell other people how to do a thing, when he does not know how to do it himself. A man who is set to manage a sales department should himself have had a selling experience. Usually they have been all through the mill, and that is why so many of them reach success. The best of them keep a close watch on what the salesmen are doing in the field, some insisting upon daily reports. An account is kept for each route traveled by each salesman, and the manager can tell at a glance which routes are paying best.

AN OPPORTUNITY AND NECESSITY

Some one, somewhere, at sometime, gave voice to the assertion that when business is good advertising is an opportunity, whereas when business is dull advertising is a necessity. There are no correspondingly small number of words which so accurately sum up the fundamentals of modern merchandising. That advertising is a cogent force in retailing at present is coming to be more and more understood by every alert merchant. The result is that newspapers are finding it increasingly easier to interest their local business men in printed salesmanship. The gospel is spreading. More thought is being given to good and bad copy. Retailers are studying the advertisements of city department stores, mail order houses, and other like merchandising concerns with the thought of improving the quality of the copy which they use.

CONFIDENCE IMPORTANT *as* BUSINESS ASSET

Looking into the future-truth-in-advertising movement—Paper read at New Orleans convention

THE growing importance of confidence as a business asset is the basis upon which it is safe to predict that the truth-in-advertising movement is not yet out of swaddling clothes. And this condition justifies us in an attempt to look into the future of the movement.

In fact we are compelled to consider future possibilities if we are true to the responsibility for service which we have assumed. Not that the Associated Advertising Club has set itself up as the custodian of truth, but rather that we must serve where we are best fitted. And as the recognized representative of organized advertising we are the logical force upon which should rest the responsibility for making advertising efficient.

Advertising as a Business Force.

It is not necessary here in this convention to call attention to the rapid growth of advertising as a business force. But in order to view in prospect, the possibilities of the truth-movement, we must have in mind the fact that advertising is no longer regarded as merely a necessary evil, but that the business world now accepts advertising as essential to large growth and permanent success.

What advertising has attained is in some degree indicative of what it may yet accomplish. Yet I venture to say that the wildest dreams of the most pronounced idealist in this convention to-day, would seem far from visionary if compared with actual position of advertising in the business world ten years from to-day.

Advertising is Service to Mankind.

Advertising is education. It will become the most potent medium for the dissemination of authorized information in all lines of activity. Advertising will be the means of carrying out that greatest of all sales messages—"Take the Gospel into the uttermost parts of the world." Advertising will duplicate the pulpit's influence a million-fold in preaching the doctrine of neighborliness. Advertising will teach the worker to be worthy of his hire and it will inspire the employer to pay a fair wage for a fair day's work. Advertising will disseminate the knowledge that the fundamental factor in industry is the amount of production obtained per unit of labor or effort.

Advertising has been used largely as a means to increase the sale of merchandise. It will always have an important place in the distribution system. But the future holds in store for advertising, greater opportunities for service to mankind than have yet been thought of.

What these new lines of service may be, are not apparent to us to-day. But a realization of the fact that new and undiscovered opportunities await those of us who are engaged in the business of advertising, makes it necessary that we be prepared and equipped for these developments whenever and wherever they come.

Only Truthful Advertising is Efficient.

The truth movement is essential to the maximum success of advertising. Only efficient advertising can succeed permanently and only strictly truthful advertising is efficient. We still have those to fight who deliberately seek to use advertising illegitimately but the larger and more dangerous element is that minority of business men who have not yet learned that honesty is the only policy. There is no such thing as a white lie, especially in advertising. A statement is either true or untrue.

Our movement therefore must set for its objective, the carrying of our message to all people everywhere. Not until every man, woman and child has learned to be truthful and to require those with whom they come in contact to be truthful, will our movement have succeeded. Impossible idealism? No. merely applied common sense.

Only Honesty Builds Permanently.

We will all agree that only right survives and that only honesty builds permanently. With that as the basis, intelligent reasoning carries us to the point where this fundamental truth must be universally accepted and practiced. What is true, must be believed by all, not by a few.

While our especial concern is for the application of truth to advertising, we can not be technical. The advertisement is merely the reflection of the advertiser. His business policy must be honest or his advertising can not be truthful. And the business policy is formulated by the individual. So our message must ultimately reach all individuals and convert all individuals.

THE GIFT CERTIFICATE PLAN.

People who may wish to give furniture to their friends as Christmas gifts are often in a quandary as to what goods to select. The dealer can offer valuable suggestions in this regard but a better plan is for the person to merely purchase an order for the recipient entitling them to goods to a certain value at the store. This makes it better for the recipient who does not receive unneeded articles while it relieves the giver of the trouble of making a selection.

GIVE ATTENTION TO STOCK

THE clerk should give a good deal of attention to stock so as to prevent running short of any lines. It is vexing to a clerk to have to frequently tell customers that the store is out of certain goods, not to mention anything of the annoyance to customers and the resulting bad impression of the store.

The clerk is in close touch with stock and in a position to keep even closer tab on it than the boss, and he should make it a point to jot down a note regarding any line that is needed or running low. It is also a good plan to glance quickly over stock at frequent intervals to find out just how the various lines stand. It does not take much time and will serve to prevent running out of goods. It is bad business to be continuously telling customers that you are "just out."

KNOBS *of* NEWS

H. Cohen is opening a furniture store at Guelph.

The Queen Upholstery and Mattress Co., Toronto, has been reorganized.

W. H. Heath is building a new furniture store at Wallaceburg, Ont.

J. Auguste, Desrosiers, furniture dealer, Montreal, has been registered.

The Alaska Bedding Co. are planning the erection of a factory at Halifax.

J. F. McFarlane has remodelled his furniture store at Shannonville, Ont.

Hardware and Furniture Supply Co., Ltd., has been registered at Creston, B.C.

The Dominion House Furnishing Co.'s store at Hamilton was damaged by fire recently.

C. McCullough has sold his furniture business at Trenton, Ont., to Adams & Brintnell.

The Voice-O-Phone Co. and American Phonograph Co., have been registered at Toronto.

Canadian Linoleums & Oilcloths, Ltd., are planning the erection of a factory at Montreal.

A Mystic Shrine Club has been formed at Stratford. Chas. Farquharson was elected president.

Williams & Cann, recently incorporated as a furniture firm at Bowmanville, Ont., are remodelling their store.

The Furniture Manufacturers Association of Ontario have appointed a labor committee and a tariff committee.

Mr. Greenwood, of Greenwood & Viviar, a few days ago, fell backward in his office chair, spraining his wrist and breaking two ribs.

The Eaton Co.'s "Santa Claus" parade to open their Christmas selling season was as elaborate as the circus parade of any three-ring show.

Canadian Linoleums & Oilcloths, Ltd., has been incorporated with a capital of $1,000,000 and head office at Montreal, to manufacture and deal in all manner of linoleums and oilcloths.

Thatcher & Prouse, furniture and hardware dealers at Neville, Sask., have dissolved, Percy Prouse taking over the business and W. Thatcher purchasing a hardware business at Limerick, Sask.

J. Livinter, for the past three and a half years at 1169 Bloor Street West, Toronto, contemplates erecting a new 80 ft. addition to his store in the spring. The present store is double the size of the store originally opened.

The Broderick Furniture Co., 1176 Bloor Street W., Toronto, expect to move into their new store at 1190 Bloor Street at the commencement of the year. The new store has a 35 ft. frontage by a depth of 95 feet, and has two floors and basement.

CASH BUSINESS GROWING IN OWEN SOUND.

By W. A. SCHAFER.

Owen Sound is one of the few towns where a great number of the retail dealers are doing, to their benefit, a cash business. Some time ago the retail merchants got together and made up their minds that they would all do a strictly cash business though at the present time some of them are doing an accommodation business. Others are working on the deposit basis, but the greater part of them are sticking to a straight cash basis.

Several merchants, who are working on an accommodation basis would be in favor of running a strictly cash if the others would do the same. All it would need would be a worker to get the merchants to start the thing rolling along to the benefit of all concerned.

WESTERN ONTARIO TOWNS WORKING GENERAL DELIVERY SYSTEMS TO ADVANTAGE.

By W. A. SCHAFER.

I find that a great number of towns in Western Ontario, including Strathroy, Watford, Kincardine, Port Elgin, Paisley, etc., are working a general delivery system to their advantage. In most of these all the merchants, irrespective of their lines, are working it to advantage. Merchants in some places get the delivery service as low as three cents an order on an average. In other places I find that it might run as high as six cents on the average, but never any higher. Of course this service gives four deliveries each way per day with the cost running in some places as low as six dollars per week. It sure is a great stunt when they can get their service cheap. Who can hire help at that rate, not to speak of horse, wagon, wear and tear, etc. The general public get to know that they only have deliveries at certain times, so therefore they get their orders in in good time.

Strathroy Service.

R. Crandon runs the merchants' despatch here, using three wagons and employing two men besides himself, and giving the merchants four deliveries daily with five on Saturday. They pay from seven dollars to nine fifty a week. He had on the average 150 orders per trip; that is roughly fifty for each wagon. All the merchants are satisfied with this service; it also pleases the general public.

LLOYD WICKER LOOM TO BE MANUFACTURED IN CANADA.

Canadian rights to the Lloyd Loom, the only machine invented which weaves wickers for baby carriages, furniture or baskets, were sold recently by the inventor, Marshall B. Lloyd, to a group of American capitalists. J. W. Wells and F. A. Spies, millionaire lumbermen of Menominee, Mich., who are interested in the deal, intimated the plant would be located at Winnipeg, Toronto, Montreal or Hamilton.

Neither Mr. Lloyd nor the purchasers would give out the price paid, but it is said to run into six figures. Last summer Mr. Lloyd refused $1,000,000 for American rights after Australia paid $250,000 to use the loom for employment of crippled warriors. Since then a million dollar corporation organized here and the largest baby carriage factory in the world is near completion.

The development of Mr. Lloyd from a poor fish peddler to a wealthy inventor is more like an Arabian Night story than modern facts. Sixty years ago he was born in St. Paul, Minn., but spent his boyhood at Meaford, Ontario. Family needs compelled him to quit school and work, his first job consisting of selling fish from a wheelbarrow. While young his inventive mind created several articles, among them being a clothes hamper, one of which he traded to a farmer for a side of bacon. Forty years later Mr. Lloyd visited the farm and found it still busy.

Mr. Lloyd was a farm hand; sold jewelry on Toronto streets, yelling his wares from a soap box platform; waiter in a hotel; factory hand; small manufacturer and finally head of one of the largest baby carriage plants in the world.

HELPING DEALER WHO TRIMS WINDOW

Some helpful suggestions for making window attractive and forceful—Matter of backgrounds

THE subject of window dressing as applied to retail furniture business, is one which must be considered from two points of view. First—the general importance of well displayed windows. Secondly—the significance of each window as an intrinsic part of the store, its methods and its special lines of business, and also, from the structural conditions of the individual window itself. Bearing in mind this distinction, we must, therefore, in order to formulate rules that will be of general use and adaptability, eliminate many detail problems which must be solved by the individual window dresser. So the reader is requested to consider the following suggestions, as being based upon the results of actual experience, and at the same time use his own discretion in changing or adapting them to suit his particular case.

Window dressing, like every other means of aggressive furniture selling, must be done systematically; such system as is suited to the particular store where it is used. Among the many things which go to make up a successful salesmaking window display and which are adaptable to the conditions of any store, I find the following five rules:

1st.—Keep the windows bright and clean This statement seems almost needless, yet it is a fact that there are too many stores in which this first law of cleanliness is ignored. Possibly these are the stores which reflect the characteristics of the owner. I hope not, but unfortunately the suggestion is all too obvious.

2nd.—Change the displays, ordinarily, every week. Some special displays may be good for two weeks, but no longer. This frequent changing is not such a serious proposition as at first appears.

3rd.—Feature but one line at a time. While adhering to this as a general rule, it is sometimes desirable to consider groups of furniture lines as special units.

4th.—Use plenty of price cards. Have these cards plain, yet attractive in style. A card covered with ornate lettering—or worse, with garish, unpleasant colors—affects the eye disagreeably, or makes the marking or lettering difficult to read.

5th.—Use color. Under this item I consider the colors preferable to use for various goods. Generally speaking, where color is introduced apart from the material of the article itself, extremely effective background can be produced by the use of old gold draping.

While I have roughly outlined here the color conditions which display furniture to advantage, the intelligent window dresser will find many other combinations, some of which may be much more effective.

Leaving aside cut and dried rules, there are several interesting points in connection with window displays, upon which I want to comment: The selling window, and hence the paying one to the merchant and the one which it is always desirable to produce, is the window which is dressed with the goods he has to sell. It has been my experience that novelty windows draw the crowds but do not sell the goods, and that the cost of a novelty window is usually considerably more than the cost of a window in which goods for sale are displayed. My experience is planning and outlining window displays previous to active work upon the window itself, does not make me a confirmed follower of such a method. Usually, changes and re-arrangements are forced upon the window dresser when he begins to distribute his various articles of hardware in the space allotted to him. Still, it is extremely important that a definite idea of the display for an effect be formulated before a stroke of work be done in actual manipulation of the goods; and there should always be in the window dresser's mind a mental picture or image of the finished effect he desires to produce.

The average window display should not occupy a trimmer and his helper more than three or four hours at the most. Of course there is always the personal equation to be considered in regard to the speed with which different men work and also one has to consider the elaborateness of some displays, which undoubtedly take more time to arrange.

Never have I put in a window, in my long career at the game (and this covers a period of fifteen years as active worker or superintendent of window dressing), which has not in ninety cases out of one hundred produced quick and paying results. What better endorsement can I give of the value of window dressing to the retail merchant? A curious circumstance has often been noticed with regard to our especially attractive displays. These displays have brought people in the store for the goods long after that special display was removed from the window. This seems remarkable, considering the usually transient nature of such impressions upon the buying public.

In summing up, I believe that window dressing today is a fine art which, if properly pursued, will bring the biggest cash results per expenditures of any line of advertising a merchant can do. Furniture is in itself especially attractive when well displayed, and if well displayed is nine-tenths sold. Positively, it is up to the progressive dealer who needs more and quick cash sales to give direct, forceful and immediate attention to his window displays. There is no longer any question of experiment, the value of the furniture dealer's window can be expressed in actual hard cash returns.

Seasonable Touches

Taking into consideration the particular time of the year, what may be termed "seasonal touches" should not be overlooked. In spring and summer we should employ flowers—real or artificial; in autumn, leaves in the glorious colors that they come in then; in winter, white snow.

What could be more effective in winter, for instance, than cotton over which has been sprinkled boric acid spangles broken up fine to simulate snow? And suppose that we scatter about on our snow a few pine cones and small bits of leafless oak twigs—won't we have a

winter scene indeed? This cotton-boric-acid snow doesn't look bad hanging from the tops of panels or the eaves of a miniature house, either, it all helps.

It isn't just the plain panel itself that makes a window of the panel variety. It's the altogether; the draperies above, the display on the floor, and the delicate touches here and there.

A pile of lumber isn't a house; a bolt of silk a ballroom dress.

WINDOW DISPLAY DEALER'S BIGGEST ASSET.

Perhaps the biggest asset of a dealer is the window display, which by no means is utilized to the maximum efficiency at this time. Facilities have not been provided to make the proper display, except in a few specialized lines. More important than an extra 5 or 10 per cent. discount is an attractive window display. Urge manufacturers to give you the facilities to display your appliances and materials, and utilize your window display. Follow the experiences of the best merchants in your community—the department store. And bear in mind that the selection of the most desirable location in the community is the occasion for window display. A good store, in a good location, is of no value without an attractive window display. That is the biggest asset that you possess once you have established your location, and you should utilize it to its maximum efficiency.—W. L. Goodwin.

MOVING WINDOW DISPLAY.

Universal Lighting & Fixture Company, Queen and Broadview, Toronto, have had several moving window displays arranged by Mr. Carthy. These have drawn considerable attention and resulted in good business. One was a large flashlight about 9 ft x 1 ft., which flashed on and off at intervals. The flashlight was hung in the centre of the window and displayed in the window was an attractive variety of regular flashlights. This window brought many sales for flashlights.

A recent window was that of an electric washing machine and wringer in operation. The outfit was placed in the middle of window and on each were attractive showcards pointing out the advantages of the machine on display.

WASHING MADE EASY.

Fleming Bros., 1036 St. Clair Ave. West, Toronto, recently had a novel demonstration of a water-power washing machine in their window. With the lid lifted and the machine in action a rope attachment running around the agitator and over two pulleys in the ceiling (one on either side) the ends were tied to pails. The action of the washer drew the pails up and down alternately making a good live window picture, and showing by contrast how turning the tap and setting in motion a washing machine saved the carrying of many pails of water on wash day.

ATTENTION, WINDOW DRESSERS

Within the next few weeks new and unusual selling plans, effective window display and elaborate and attractive store decorations will be introduced by hardware dealers in every part of Canada. Many individual methods will be used to attract the Christmas shopper. There's a photographer in your town. Enlist his services some sunshiny morning during a lull in the holiday preparations, and secure for future reference —and for reproduction in Canadian Furniture World —the feature that is most effective in your holiday merchandising.

CANADA BUSIER THAN U.S.

Tooting one's own horn, as they say, is not exactly a creditable performance, and yet there is a certain fact in connection with this Canada of ours over which Canadians might justly become jubilant.

It is that, with but one-fifteenth the population of the United States, the Dominion does one-fifth the amount of trade. This statement is based on official figures just published showing the total of American trade for the year ending August 31. The comparison is made on the assumption that there are about eight million people in Canada and 120 million in the United States.

The report shows that the American's exports for the year totalled $7,415,000,000, Canada's $1,233,000,000, a proportion of one-sixth. Their imports were $3.233,-000,000, ours $870,000,000, a proportion of one-fourth. Their total trade was $10,648,000,000, ours $2,103,000,-000, a proportion of one-fifth.

The inference to be drawn from this is that Canada is a busier and more prosperous country than the United States, and that it must continue to be so. Canadians can ensure this by making the Victory Loan, 1919, an overwhelming success. If it is, Canada will continue to forge ahead; if Canadians fail in their duty they can expect nothing but reduced trade, unemployment and general depression.

CANADA'S AGRICULTURAL NEEDS.

The New York Herald on Sunday, December 7th, will publish in its magazine section an article on: "Canada's Need of Agricultural Producers." This article will show how the farming provinces of the Dominion are encouraging returned soldiers and immigrants to settle on their lands and how. Canada is looking to the United States, in particular, to satisfy the Western demand for "farmers and men."

This article will quote in this connection the opinion of Col. J. S. Dennis, Chief Commissioner of the Colonization and Development Department of the Canadian Pacific Railroad and former Deputy Minister of Public Works in the Dominion. It will also show Canada's fears of the agricultural rivalry and the attraction to immigrants of a stablized Siberia, which may, with the coming up of its vast resources, become the colonization centre of the world.

A TRUSTWORTHY PUBLICATION.

It is a good thing to have a publication in the house that you can trust. You never have to think whether you can safely leave The Youth's Companion on the table. When you begin a Companion story you know you are not bound on a slumming expedition. You are being led up into the sunshine of the everlasting hills. The folks in The Companion stories are everyday folks. They are like your own townspeople: stumbling, falling, picking themselves up, trying with some defeats and some difficulties to attain to their high ideals.

1920 will be a year of great stories for Youth's Companion readers. There are more than 250 of them in the year. One of the eight great serials will be Capt. Theodore G. Roberts's glorious story of Canadian patriotism and valor, Sons of Liberty.

New subscribers for 1920 will receive: 1, The Youth's Companion—52 issues in 1920; 2, All remaining weekly 1919 issues; 3, The Companion Home Calendar for 1920. All the above only $2.50 everywhere in Canada and the United States. The Youth's Companion, 887 Commonwealth Ave., Boston, Mass.

MANUFACTURERS and DEALERS CO-OPERATE

Plan of Hoover Vacuum Cleaner Co., suggests how manufacturers and dealers could increase sales

To acquaint the entire Hoover sales organization with factory methods and service plans, a sales school under the direction of Earl C. Marine has recently been established at the company's headquarters, North Canton, O.

Before joining the Hoover company, Mr. Marine was associated with R. D. Jackson, one of the founders of the National Cash Register school for salesmen. He also had been active in conducting four other sales schools and has had 20 years of practical selling experience.

According to Mr. Marine, the purpose of the Hoover sales school is to focus all experience of the Hoover sales organization both in the field and at the factory, and to pass this information on in usable form to the students in attendance.

The course embraces all phases of the Hoover proposition from a thorough study of the mechanics of the four Hoover suction sweeper models, to their sale through the dealer and the rendering of proper service to the buyer. As part of the course, each man is required to be able to dismantle and assemble a complete machine.

Two large rooms at the Hoover plant, where the first Hoover suction sweepers were manufactured, have been set aside for the class rooms of the new sales school. The front room contains tables and large easy arm chairs to be used during lecture periods. The rear room is a laboratory in which are placed benches with motor blocks and other necessary equipment for use during the study of the mechanical makeup and functioning of the machine.

The faculty is composed of the heads of various departments, including office and factory. These officials have prepared and present in a direct way the important facts concerning their departments, especially as they relate to the success of the marketing of the product.

While in attendance at the North Canton school, the students live at the Hoover Inn, formerly an old hotel building which has been taken over by the company, repaired and refurnished. The men live in dormitory style and enjoy good home cooking three times a day. The Hoover Inn is equipped with baths and lavatories and a large airy sitting room. Meals are served in cafeteria style. During the course students are required to pass a daily quiz covering each day's work. In order to do this successfully, they are furnished with note books of the loose leaf order, which book becomes a permanent record of the work done at the school.

In his talks to the men, Mr. Marine uses as a basis, "Salesmanship and Personal Efficiency," by Knox. Mr. Knox, an old National Cash Register man, gives in graphic style the fundamentals for selling success.

Four distinct types of classes are being promoted at the Hoover school. First, a one-week course for district managers. Already three such schools have been conducted. District managers who have attended one session and managers who have not attended any of the sessions find all of the programs to contain sales information of real help.

There are two schools for resale men. The first consists of a two weeks' course, during which time all departments of the school are given equal emphasis. This is the foundation for selling success and has been proved by the actual selling experience of the students in attendance. Already three of these schools have been conducted.

A second resale school of one week is started from time to time and deals with the more important features taken up in the regular school. These are now fully developed and certain merchandising material is presented that could not be given during the previous two weeks' session. Only students who have completed one of the regular two weeks' sessions are eligible for enrollment in this post-graduate course.

A fourth school is soon to start, which will continue for one week. This is to be entirely devoted to dealers and dealers' salesmen. Its purpose is to assist the dealer in successfully marketing the Hoover product and to bring to his attention the definite, concrete things that are being done to increase business by dealers all over the country. In other words, this class is a clearing house for new sales ideas that have achieved success in actual demonstrations. Certain periods will be devoted to the mechanical construction of the machine, but this will be only incidental to the merchandising plans that will be given.

The company has found it impossible to set up a definite program several months in advance. Two or three schools are launched, promoted and put across before definite arrangements are made for succeeding schools. Organizations of the Hoover sales school is part of the plan for doubling Hoover production during the coming year. H. W. Hoover, general manager of the plant, states that the company's sales during 1919 will eclipse by 100 per cent. all sales records of previous years.

High-Grade CHESTERFIELDS

Re-Upholstering to the Trade
SPECIAL ORDER WORK

Life Long Furniture Co., - - Ingersoll, Ont.

EFFICIENCY

Write us for free demonstration

is the doorway to net profits. The Robertson Socket Head Wood Screw assures efficiency. Used by nearly all leading furniture manufacturers, etc.

P. L. Robertson Manufacturing Co., Limited
MILTON - ONTARIO

FIVE CAUSES OF LOSSES IN STORES

Under the above head, a chart was prepared by the National Cash Register Company to help merchants in discovering and remedying weak spots in their system. The five causes with five details in connection with each, follow:

Indifference of Clerks

1. Lack of individual records—employer does not know the earning power of each clerk.
2. Lack of example on the part of the employer—employees quickly imitate his faults.
3. Lack of incentive—no records by which a fair quota for each employee may be determined.
4. Low wages—employer has no records on which to base the true worth of the employee.
5. Lack of good store system—discourages a good employee.

Dishonesty of Clerks

1. No absolute control of cash—temptation is offered.
2. Example set by the employer—careless not to record every transaction, even though it is personal.
3. Lack of printed record for every store transaction—written record can be changed.
4. Collusion of employees—no records by which such a practice may be stopped.
5. Charges purposely forgotten.

Poor Methods

1. Employer attends to too much detail—no time left for planning.
2. Lack of proper records—this causes disputes with customers.
3. Inefficient employees—no effort is made by employer to train his clerks.
4. No absolute check on cash.
5. Lack of organization.

Dissatisfied Customers

1. Disputes with clerks about over-charges, improper credits, and exchanges.
2. Errors in posting—customers have no printed proof with which to check their accounts.
3. Indifferent clerks.
4. Slow service.
5. Failure to receive what every customer is rightfully entitled to—a printed receipt.

Proprietor's Attitude

1. Indifference—the spirit of the leader reflects throughout the entire organization.
2. Failure to keep abreast of the times.
3. Unwillingness to see salesmen—a salesman can furnish valuable information about the other stores and merchants.
4. Too slow to adopt new methods.
5. Lack of originality—does not have the time to think out new methods.

HIS SOURCE OF INFORMATION.

An attorney was examining a witness and chanced to ask him about the character of the dead man who figured in the case, to which the witness replied:

"He was a man without blame, beloved and respected by all, pure in all his thoughts and—"

"How did you learn that?" demanded the judge.

"I read it on his tombstone," was the disconcerting reply.

FOR THE GOOD OF THE PEOPLE.

A great wave of civic pride is sweeping over many portions of the country, which offers to those willing to put their shoulders to the wheel, a valuable investment. In a town of some size are two large stores, one a department store, the other just a general retail store. The owner of the latter is an ardent board of trade worker, with his hand always ready to put in his pocket and his voice always raised in sincere enthusiasm for the good of his native town. The owners of the department store, on the contrary, live in another town some distance away, in no way assist the work of the board of trade, and it is even a by-word that they only ride in their automobile because the street cars are owned by the city. Inasmuch as that city furnishes the people that contribute to the wealth of these gentlemen, it exhibits a feeling that is not appreciated by the citizens, and it is surprising to find how much business has transplanted itself to the first mentioned store. Take an interest in the affairs of your city, be a public-spirited citizen in the most sincere sense, and you will soon see the return. But don't do it for that purpose only. A hypocrite never succeeds in anything.—Southern Furniture Journal.

THOROUGHNESS.

There is an old saying that "genius is the transcendent capacity for taking trouble"—a saying not true if it merely means doggedly working mechanically through the daily routine of life's duties, but most true if it means (1) the ability to picture before-hand all those details which are essential to the success of the project at which we aim, and, added to that (2), the force of character determining us to carry out all these details to reach the end in view.

That is true thoroughness—which is only the Saxon word for penetration—the ability to foresee and to act on our foresight. There is a story of the mighty hunter, who, when asked how he managed to accomplish seemingly most impossible leaps, replied: "I throw my heart over, and my horse follows." There was a subtle underlying truth there; he was able to picture beforehand, and his will was such that he made his picture a fact.—H. B. Gray.

THINGS TO AVOID

A good many stores have tried to handle a house furnishing department with apparently no degree of success. Investigation of some of these has revealed some very peculiar conditions. For example, we have often heard the remark on going into such a store, "we are not doing very much in this line." No wonder that the department store gets the business. There courtesy, attentiveness and store salesmanship are practiced every hour, but with a reception such as the above quoted remark indicates, one surely is not tempted to make any endeavor to find the article she is seeking. So often a hardware store or its house furnishing department is referred to as a junk shop, in jest, but with more truth than is realized. These are the things to be avoided. Have the goods, let the people know about them, keep the stock full, clean, neatly arranged and in attractive form.—Trade Extension.

MOTOR DELIVERY THE PROPER METHOD

Gives the service ; Helps extend trade ; Lessens overhead—Comparsion between horse and motor

AUTOMOBILE delivery is just as important a feature for the small furniture dealer, in fact for any store proprietor, if it will save him money, as for the large dealers, who are already using it extensively, of course considered in proportion to the volume of business.

There is no reason why the small dealer cannot save time and money, and give better service, by using motor cars, if his business is large enough. The motor car can displace two horse wagons, or more, and expense being equal, there still would be a saving of time and a quickness of service that cannot be accomplished by the horse wagon.

The farther the business of a dealer extends into the outmost limits of a town and into the suburban district, the more feasible it is to have an automobile for delivery uses, or more than one.

A dealer who has three single horse deliveries, for instance, feels that really he has not enough trade to make the three wagons necessary, yet to cover the ground he finds it is required that he have at least two wagons, and also one emergency outfit. An automobile truck probably could do the work of all three wagons, but an automobile is not eating hay and feed while it is not working. It uses fuel and oil only when it is running. An expense saving is shown here.

Helps Extend Business.

Another feature of truck delivery is that it enables the dealer to extend his business. The motor car annihilates distance and cuts down time. It is practically as easy to go another mile farther out delivering to customers as not. With the horse team the limitations as to distance and time are rigorous. Then the store that gives the best service gets the business. In competition motor deliveries may be considered absolutely necessary. When the dealer has the business exclusively the automobile is advisable.

Having decided upon an automobile for store use the next thing is to get the car. It should be as "fool proof" as possible, that is, it should be simply built and easily operated—a car with as few intricate parts as possible, with a power plant that will stand up well under heavy knocks.

Generally speaking, the car should be of a make whose manufacturers are reliable, from a factory that promises to continue in business. A car from a fly-by-night factory is worse than useless. Parts cannot be replaced when wear begins to show, and at that the original car would soon show signs of disintegration. A substantial commercial car from a substantial manufacturing firm is the thing.

The reason for this is that a maker's responsiblity, to-day, if he is a substantial business man or firm, does not stop when the purchaser has the car delivered to his garage. Again the output of a factory governs the price to some extent, so that the manufacturer who turns out in considerable quantities is likely to show the best prices, and in all probabilities equally as good stability of car as the small manufacturer without special standing.

Needed in Co-operative Delivery.

Where co-operative delivery systems are the vogue the motor car is indispensable. Wagons fail to fill the bill as well. It may be easily figured by the same token that automobiles will do better for the store keeper who maintains a private delivery system.

For smaller deliveries the motorcycle with side car and even the bicycle have been found expense savers. Baskets are fitted to the bicycle that will carry a large quantity of merchandise. The limit to what the motorcycle can transport is a long one. Then again:

The commercial car will not run away while the driver is delivering inside.

The automobile truck is not bothered by flies, stands without tieing, does not run away from fright, does not take pneumonia in cold weather, does not have colic, heaves, string halt nor blindness.

The motor delivery car if carefully handled is not so expensive or as hard to take care of as the horse. If the machine is examined every day before the start out is made, driven conscientiously and with care its expense per mile is small. It consumes only gasoline and cylinder oil and little of that to the mile if the right kind of a car scientifically built is used.

Various experts who have tried the motor delivery system uphold its feasibility and comparative inexpensiveness, provided the right sort of an investment is made in the first place and if the car is handled right after it has been put in service.

Good Advertising.

With a good motor car delivery the furniture dealer for instance, has a good advertising point. He can advertise quick delivery, early delivery, and delivery on exact time schedules, so that a customer may know just when he is to get his goods.

DONT'S FOR FIRE PREVENTION.

Don't allow children to play with matches.

Don't throw away lighted matches, cigars or cigarettes; after using it make it a habit to break the match in two.

Don't go into dark closets, bedrooms or cellars, using matches or candles to light your way.

Don't use kerosene or gasoline in lighting fires to quicken a slow fire—it may result in death.

Don't use gasoline or benzine to clean clothing near an open flame light or fire.

Don't fill any lamp or stove with gasoline, or coal oil while they are lighted. Keep the burners of all lamps and stoves thoroughly clean. Fill them during the day time.

Don't put ashes in wooden boxes or barrels. Keep ashes away from boards. Hot ashes will take fire by themselves, as frequently they have small bits of coal mixed in with them.

Don't accumulate rubbish in premises, cellars or workshops, and don't deposit such materials in boxes or barrels unless it is to be removed at once: while awaiting removal, keep such material in covered metal receptacles.

FOR THE FACTORY

Safety-first Pointers for Employees

Furnished by Furniture and Casket Manufacturers Association

1. Treat your shopmates with courtesy and work in harmony with them.

2. Acquire habits of caution for your own protection and for that of your shopmates.

3. Use general tools with care and return them in as good condition as when taken.

4. Avoid wearing loose fitting clothing and jewelry or gloves, in the hand especially, around machine tools.

5. Before throwing in power, always look the machine over carefully and be certain every part is in working order.

6. Adjustments and oiling should be avoided when a machine is running.

7. Whenever possible, start a machine by hand to be sure all moving parts are free.

8. When in doubt concerning your work or the operation of any machine, ask your foreman.

9. When operating a machine, give the work your undivided attention. It may save spoiling a job, if not more serious damage.

10. When taking charge of any equipment, examine it carefully and report any breaks or defects, otherwise you will be held responsible.

11. Never fool with a machine and avoid scuffling with shopmates during working hours.

12. Do not leave material, tools or work lying on the floor where anyone might stumble over them, nor in overhead trestles or platforms where they might fall or be jarred off.

13. It is extremely dangerous to set cutting tools in a moving machine.

14. Do not lounge on a moving machine and keep a respectible distance from all moving parts, especially gears and cutters.

15. When through work, clean the bench, vise or machine with brush and waste, and see that all small tools are returned and checked.

16. Before throwing in an automatic feed, be sure the stops are set so that no damage will be done either to the work or machine by its use.

17. Form the habit of never standing in line with swiftly revolving parts, such as emery wheels, pulleys, etc.

18. Practice economy in use of oil, waste, emery, files and other supplies, as careless waste of these causes enormous losses in many shops.

19. When working around a dangerous machine, be sure good footing is provided and never remove guards or safety devices unless absolutely necessary in order to do the work.

20. Never leave waste or rags where they might ignite or cause fire.

21. Grind over lapping edges of chisels, drifts, punches, set hammers, etc.

22. Never pound or hammer a file.

23. Form careful habits and cultivate a thoughtful and deliberate frame of mind when about your work.

24. An orderly exit of employees at noon and end of the day is important, especially when it is necessary to descend staircases.

25. The wearing of long coats by workmen will be discouraged. Aprons not ragged and fastened with strings that will not break easily under strain are better.

26. Never attempt to stop a machine by grabbing the belt.

27. When replacing a belt, stop a machine dead or reduce speed less than one-half.

28. In replacing belts, adjust them on the driven pulley first.

29. When handling a belt between two overhead pulleys, never place the ladder between the shafts nor rest it against a revolving shaft.

30. Do not be ashamed to shift belts with a stick instead of the hand, and for overhead work, always use a stick reaching nearly to the floor.

31. If you will shift a belt by hand, use the palm with thumb and fingers extended and look out for metal splicings.

32. Never reach across the revolving oiler to regulate the oil feed.

33. Be sure stops are set and that everything will run clear during the entire cut before throwing in feeds.

34. Never leave a machine with the automatic feed on.

35. Shut off power before throwing in back gears.

36. It is dangerous to wear finger rings while at work, especially those handling boxes, or who work on drill presses and milling machines.

37. Do not step on or off the elevator while it is in motion.

38. Don't obstruct fire doors.

39. Don't pour gasoline into the cuspidors.

40. Don't put rags, waste, paper or wood in the heating system.

41. Be careful about lighted and unlighted matches.

42. Hang up oil-soaked clothing so that air will get to them.

43. Don't clean machinery with gasoline.

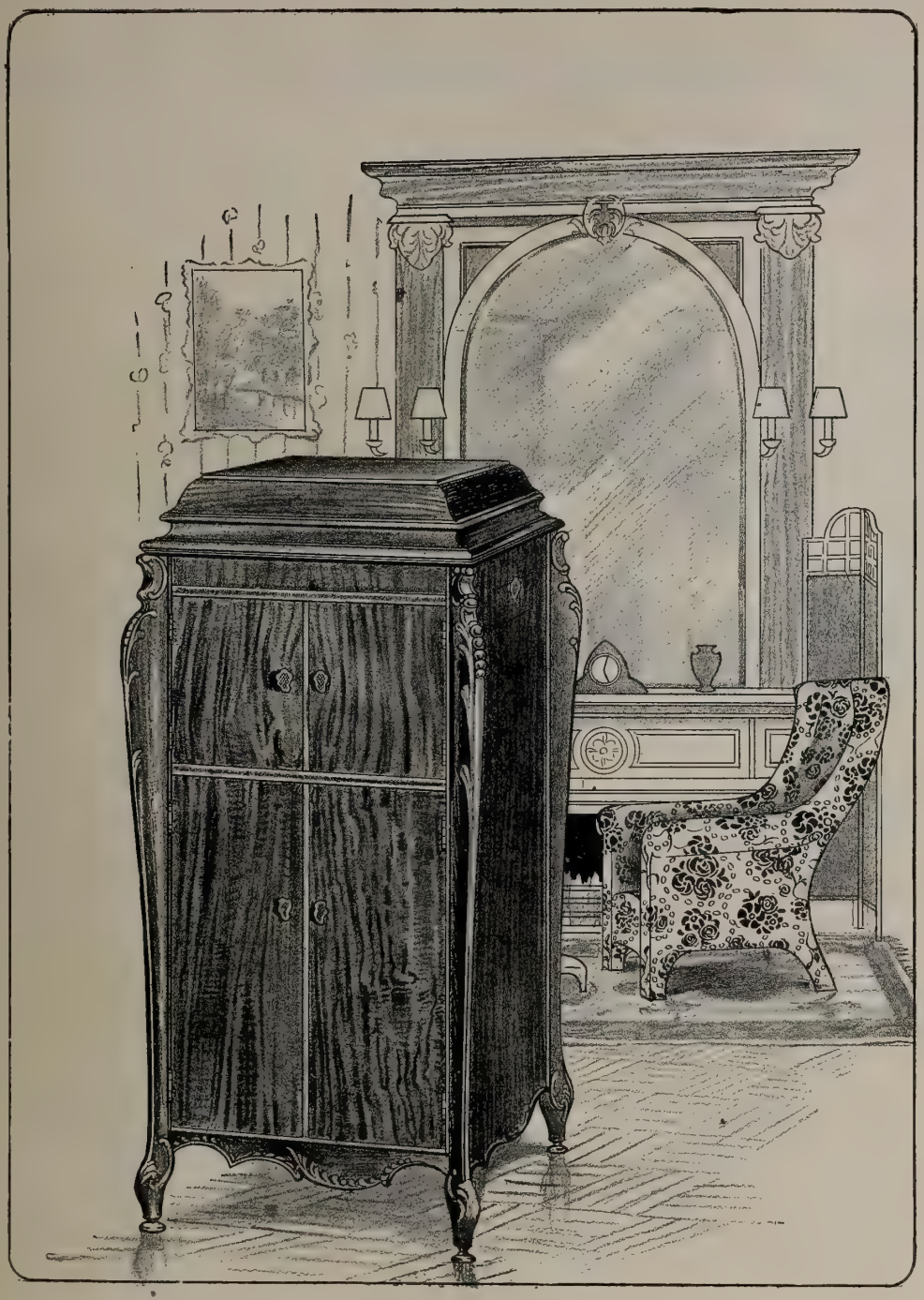
44. Don't play with fire-fighting apparatus.

45. Put all oil-soaked rags in waste can. That's the place for them.

46. An efficient workman thinks before he acts. Are you efficient?

PAY DAY IS THE ONLY THING TO WORRY ABOUT

Don't try to please cranky customers; they might come back and buy something in the future. Don't associate with sales people who know more than you do; it might enable you to learn something worth while—what's the use. Don't try to be on time; the boss won't appreciate it anyway, and it might mean waiting on an extra customer or two. Don't try to please customers; if you do that they will only come back and ask for you, and this would mean a lot of bother. Don't sympathize with the firm; they are rich and have not a worry in the world. Don't give out information to their employees; you must monopolize all knowledge, besides it might lead to your advancement, and that would mean greater responsibility for you—duck it. Don't show the merchandise the customer calls for; tantalize her by offering just the opposite; she may get peeved and walk out. This hint is a work saver. Never give the customer the size she calls for; just guess at it; she won't know the difference anyway. Service? bah!



PHONOLA (Organola)

This "Wonder Instrument" (as it deservedly has been called) is fast displacing the ordinary phonograph and will eventually be in the home of every lover of good music.

In cabinet design it has few equals. In accessories and musical sound reproduction it is in a class by itself. Its superiority in tone is so marked and true to production that musicians proclaim it has no equal.

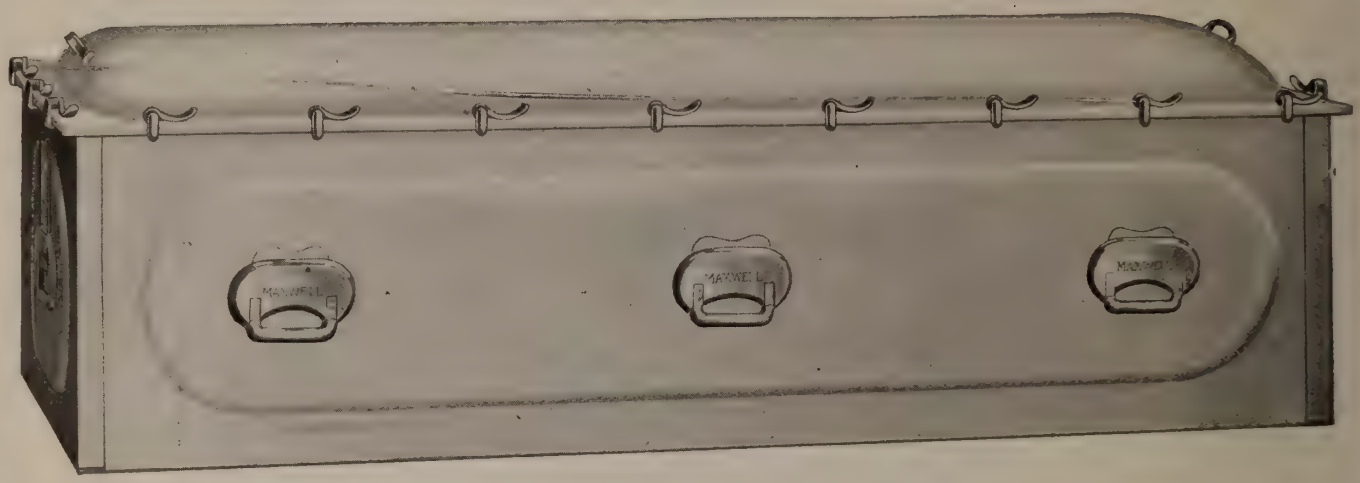
Upon request we will mail you a pamphlet giving a full description of this instrument, also a lithograph folder in five colors showing the different designs of Phonolas we manufacture.

The Phonola Company of Canada, Limited

Elmira and Kitchener, Ontario, Canada

The Standard Vault

THE MAXWELL



Manufactured Exclusively of Copper Bearing Steel

This material is now acknowledged quite generally to be the most rust-resistant steel or iron available for the manufacture of steel vaults.

Its Superiority

authoritatively proven by recent comparative tests, has been acknowledged by the many manufacturers who have adopted it.

We were among the first. ***Many others will follow.***

We Are Pleased to Announce

that all our goods are now constructed exclusively of this material, and that recent reductions in the cost of same will enable us to do this without any advance over our regular list. Write your dealer for prices.

As we have been using Copper Bearing Steel for the past five years in our well-known and justly celebrated Copper Alloy Vault, we are now in a position to use it exclusively.

We are offering it in our Regular Aluminum and Gold Finish at our regular list price. If desired in the Copper Bronze Finish with White Enamel Interior, there will be an extra charge of three dollars for the adult sizes. Carried in stock by all leading jobbers. Write for prices.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

EARLY DAYS *of the* PROFESSION IN ONTARIO

Reminiscences of the old Ontario Undertakers Ass'n—Biographies and portraits of early presidents

CANADIAN Furniture World and The Undertaker is indebted to Mr. J. B. McIntyre, of St. Catharines, for the loan of a copy of The Casket of June 1, 1892, when that paper was published at Rochester, N.Y., and when that city was somewhat of a centre from which radiated much of the progressive thought and practice in embalming and in general funeral directing.

Our readers, no doubt, will be glad to read these reminiscences and to know something about the pioneers of Ontario, who labored and toiled that we who come after might have a higher standing in the community and in our own time follow their example by striving to reach higher levels. But here is the story of the old Ontario Undertakers' Association, as told by the late W. H. Hoyle, M. P.P., who was its secretary:

In presenting the readers of The Casket with the photo engravings of the past and present presidents of the Ontario Undertakers' Association, it may be interesting to the members of that organization, and the profession generally, to briefly review its past achievements in behalf of the Canadian funeral director, and point out the present conditions of the society as an institution for securing, by united effort, a higher standard of efficiency from those who are actively engaged in the profession.

The formation of the association occurred in the city of Toronto, on July 3rd, 1884, in the parlors of the late lamented J. Young, who became its first treasurer. J. B. McIntyre, of St. Catharines, was the first president and he presided over the deliberations of the association for three annual sessions in succession, with his characteristic ability. During his regime the new-born zeal of the society, in its anxiety to elevate the standard of its members and promote their financial welfare, formed alliances with manufacturers and passed by-laws for its governance which created a public suspicion that monopoly, rather than education, was the leading feature of this new organization. Unscrupulous parties, who were unable to gain admission into its ranks, fostered this idea for their selfish ends and freely advertised that they were the "reform undertakers," whose mission was solely for the purpose of relieving the public from the baneful effects of a gigantic combine. When J. Ferguson, of London, ascended the throne (as second president) the outlook was very squally, yet the sturdy seamen who had embarked for the port of Progress, on the association ship, continued true to their respective posts and encountered the gale of misrepresentation in a most courageous manner.



Some of the early presidents of the Ontario Undertakers' Association.

Mr. M. Robertson, of Seaforth, succeeded as third president, and during his administration the Provincial Board of Health took cognizance of the sanitary education that was imparted by the association, and its secretary came forward and aided the work with admirable lectures bearing on this important branch of our work. When Mr. T. Gibbard, of Napanee, became fourth president, the report of the parliamentary committee on Canadian combines included this association and passed some very severe strictures upon us which were freely copied by the press and acted with cyclonic power against some of our prominent members in their respective localities. Some of the faint-hearted members took

affright at this unexpected bolt from a comparatively blue sky and have not yet mustered up sufficient courage to brave the storm. A deputation went to Ottawa and combatted the conclusions of the committee, which were based on false evidence submitted to them, and succeeded in obtaining regrets that more time and fuller inquiry had not been provided for the association to make its reply to the accusations before their report was sent to the House of Commons. Here was a golden opportunity for our opponents to appeal to the public for patronage and to assist them in crushing out the association, for the first consideration of a knave is how to help himself and the second how to do it with an appearance of helping you.

Mr. J. L. Bradshaw, of Stratford, became fifth president, and the movement to secure legislation began under his term of office, backed by the influence of the Provincial Board of Health. The by-laws were also revised and examinations for the diplomas of the association began to take a firm hold on the minds of the mem bership. Under Mr. F. W. Turner, of Toronto, as sixth president, the great fight for legal recognition was held, and although we sustained defeat, yet the changed attitude of the press towards us as an association, and the opportunity it gave us to expose the fallacies and misrepresentations of our opponents, more than compensated us for the trouble and expense connected with our efforts in that direction. Mr. D. Belleghem, of Peterboro, is acting president, and with the new revision of by-laws passed last September, removing every vestige of language that could be construed as favoring monopoly or combine, the association has emerged into a higher plane of thought and action, and the party who has now the temerity to misrepresent our work will find that the example of the Hamilton defamer, and the prompt action of our members in that city to suppress false advertisements reflecting on the character of the association, a profitable study in that respect. Our legislative committee, during the recent session of the Legislative Assembly, worked very hard to press forward the act submitted to the consideration of the Hon. Mr. Ross, Minister of Education, and endorsed by him in so far as his personal support was concerned, and it was only on advice of our solicitor, Mr. Dewart, of Toronto, they concluded to lay the matter over for another session.

An effort is being made to establish a mortuary fund in connection with our work. So far only sixty members have tendered their names, but at our next convention when the by-laws for its governance are discussed and fully explained it is hoped that more will participate in its objects.

The special committee that was appointed to establish a College of Embalming in Toronto, have succeeded beyond their most sanguine expectations, as was shown by the full report appearing in your March issue. The committee have concluded to open the school early in July, if fifteen or twenty members will forward their names to the secretary prior to the 30th of June. The fees will largely depend upon the patronage that is bestowed upon this important work, for therein lies the future success of associated effort, and unless we fully realize that knowledge and proficiency are the keys to unlock the future advancement of our profession, it will be futile to seek legislative recognition on our behalf.

W. H. HOYLE.

Cannington, Ont., May 15th, 1892.

YOUR HELP WANTED.

HERE are two motions which were put through at the recent C.E.A. convention. It suggests the thought that the Association's work is continuous. Mr. Jackson will be expected to bring in a report at next year's Convention on this important matter. What are you, Mr. Reader, doing to help Mr. Jackson in forwarding this matter he had in hand? If you have any helpful suggestion to offer both Mr. Jackson and the editor of The Furniture World will be glad to hear from you.

Here are the motions:—

Motion.—Carried at Canadian Embalmers' Association Convention on Sept. 2nd, 1919.—That this association go on record as believing that it would be in the best interests of this association, the funeral directors and the people of the Province of Ontario, if our Ontario Embalmers' and Undertakers' Act were so amended, so that no one be permitted to practice embalming unless he has first obtained a license, and in communities where there is a licensed embalmer available no other person may conduct a funeral or remove a dead human body from one place to another. This, however, does not apply to the Police, Coroners, the War and Navy Departments, or to the Medical Profession, where a cadaver is required for medical education.

Moved by Mr. A. A. Jackson, Sudbury; seconded by C. G. Smith, Barrie.

Motion, which was carried at Canadian Embalmers' Association convention on Sept. 22nd, 1919.—That in view of the fact that this Association is desirous of obtaining more advanced embalming legislation, regarding the disposition of dead human bodies in a sanitary manner, that a legislative committee be appointed to look into the matter and report to this convention. Mr. A. A. Jackson, of Sudbury, to be Chairman and to appoint his own committee.

Moved by F. W. Mathews, of Toronto; seconded by F. F. Morrison, of Bowmanville.

RETURNED SOLDIER WON GRIP.

In the report of the games and the prizes won at the Island picnic on September 3rd last we neglected to mention the drawing contest, which was one of the largest events of the day, second only to the ball game in popularity. The oversight was partly due to the fact that the event was also left off the program. This contest consisted of what is known each year as the "Champion Grand Prize" and upon this occasion the prize was a one hundred dollar grip and set of instruments.

It is customary for a disinterested person to draw numbers out of a hat up to that which is emblematic of the anniversary of the C.E.A. convention. This year the thirty-sixth number drawn was held by W. L. Ryndress, Essex, Ont., a student who had but recently returned from France, just passed his examination and was robbed of $30 the day before at the "Ex."

It looks as though the "dubious" will have to take their hats off to Dr. Ferguson this year. The grip couldn't have gone into more worthy hands, and we congratulate Mr. Ryndress in his good fortune as well as "Doc." for smiling at being left of the list of prize donors.



GREETINGS

That this Christmas shall be to our many friends and customers the merriest in their experience, and the New Year be rich in plenty, unbounded in prosperity and real true happiness, is our wish for you.

Dominion Manufacturers, Limited

Successors to

National Casket Company - - - Toronto, Ont.
The Globe Casket Co., Limited - - London, Ont.
Girard & Godin, Limited - - Three Rivers, Que.
The Semmens & Evel Casket Co., Limited - Hamilton, Ont.
Christie Bros. & Co., Limited - - - Amherst, N.S.
The Semmens & Evel Casket Co., Limited, Winnipeg, Man.
The D. W. Thompson Co.. Limited - Toronto, Ont.
Girard & Godin, Limited - - Montreal, Que.
Vancouver Casket Company - - Vancouver, B.C.



SEASON'S GREETINGS

DOMINION SERVICE

SERVICE QUALITY

We greet you A Happy New Year, and we also greet you with a new design casket handle which is pleasing to the eye, acceptable to the purse, and suitable for many design caskets. We have other new design handles which our salesmen will be pleased to quote you.

Number 1382



Steel Braced

ATTRACTIVE NEW HARDWARE

Manufactured by

Dominion Manufacturers, Limited

Head Office and Showrooms:

109 Niagara Street - Toronto, Canada



GREETINGS

That this Christmas shall be to our many friends and customers the merriest in their experience, and the New Year be rich in plenty, unbounded in prosperity and real true happiness, is our wish for you.

Dominion Manufacturers, Limited

Successors to

National Casket Company - - - Toronto, Ont.
The Globe Casket Co., Limited - - London, Ont.
Girard & Godin, Limited - - Three Rivers, Que.
The Semmens & Evel Casket Co., Limited - Hamilton, Ont.
Christie Bros. & Co., Limited - - - Amherst, N.S.
The Semmens & Evel Casket Co., Limited, Winnipeg, Man.
The D. W. Thompson Co.. Limited - Toronto, Ont.
Girard & Godin, Limited - - Montreal, Que.
Vancouver Casket Company - - Vancouver, B.C.



SEASON'S GREETINGS

DOMINION SERVICE

SERVICE QUALITY

We greet you A Happy New Year, and we also greet you with a new design casket handle which is pleasing to the eye, acceptable to the purse, and suitable for many design caskets. We have other new design handles which our salesmen will be pleased to quote you.

Number 1382



Steel Braced

ATTRACTIVE NEW HARDWARE

Manufactured by

Dominion Manufacturers, Limited

Head Office and Showrooms:

109 Niagara Street - Toronto, Canada

A NEW FUNERAL HOME AT TORONTO

Washington & Johnston's new quarters—East end funeral directors' modern parlors described

By W. A. SCHAFER.

WASHINGTON and Johnston have moved their undertaking parlors at Toronto from the premises occupied at the corner of Broadview and Queen, where they have their furniture store, to 717 Queen Street, just a few doors east of Broadview, where they now have an up-to-date establishment.

The first appearance of their new parlors, on being approached from the street, are just that much different that it causes one to stop and look. At night a large electric sign lets one at a distance know who is situated at that address. A small electric advertising lamp in the window also lets one know that Washington and Johnston are on the job in the way of ambulance service, etc.

On entering the parlors from the street through the east door one passes through a hallway softly carpeted, and moderately lighted until one comes to the office, where a young lady inquires your business. Then you pass into a tastily furnished consulting room. If you have a few minutes to spare your eyes rove around to see a gas grate burning, a couple of cosy chairs conveniently placed, and you feel certain that you are going to get suited in all respects. Then after waiting a short while you wonder what is in the room to the right; maybe you get curious, and perhaps steal a glimpse. Possibly you wait until one of the firm takes you in to give you a glimpse.

You see a very home-like room arranged with great care—rugs on the floor itself of polished hardwood, Chesterfields and club chairs. The room has a tasty arrangement of piano lamps, ferns and other potted plants. The color scheme throughout is of mauve, both in furniture and wall trimmings, with suitable lighting effects. The firm allows persons to use this chapel who do not feel that they wish to have the ceremony at home.

A private entrance lets any person wishing to use the chapel in from the street at the right hand side of the building. Or possibly one is taken into the samplerooms, where is a large assortment of caskets of all sizes and prices to meet one's requirements, arranged not only with same great care to make one feel at his ease, but also from a business standpoint to bring out the special features in the caskets displayed. The caskets are arranged from a central aisle and are displayed on stands where they show to advantage. This display or showroom is well lighted and is decorated with palms.

A well stocked garage greets the careful observer who goes on a tour of inspection where an up-to-date



The modern funeral parlors of Washington & Johnston.

equipment of eight motor cars—hearses, ambulances and service cars—greet one, with full equipment for repair and upkeep. The garage can be entered from Queen Street or from Broadview Avenue, thereby eliminating the necessity of backing and turning; also this means a great saving of time in ambulance calls. Personally, I saw the ambulance get away in about two minutes from the time the office girl answered the phone until the ambulance was on its way out the lane with two attendants.

Washington and Johnston also have their own lining and trimming room for casket work, at the rear of the garage. The basement with concrete floor contains an up-to-date morgue with the latest equipment and instruments. The surplus stock rooms are also here. Messrs. Washington and Johnston try to give the best, most up-to-date service at their parlors at the smallest cost to the patron. This is the keynote and slogan of their business.

DR. FERGUSON'S MOTHER DEAD.

Dr. C. W. Ferguson, of the Champion Chemical Co., was recently called to the bedside of his mother, near Kansas City, who expired November 11th. Mrs. Ferguson was an artist of wide reputation, doing oil, pastel and china painting. She has painted the portraits of many notables and prominent men, her latest that of Colonel Theodore Roosevelt. For the past thirty years Mrs. Ferguson has been known as one of the foremost teachers of china decorating in America, and up until within five weeks before her death, operated her own kiln, having burned thousands of pieces which were painted by herself, her students, also other teachers and their pupils. Her paintings of portraits, landscape, scenery and china left in her home would probably be underestimated, says a noted artist, if valued at $100,000.

Mrs. Ferguson was an active club woman and headed three welfare associations. She claimed she never had a worry over her family—that the only worry she ever really let prey upon her was when she broke her right arm a few weeks ago, it purturbed her only in the thought that she would not be able to do her Christmas present painting.

The editor and readers of Canadian Furniture, as well as many personal friends throughout Canada, will learn with regret the loss sustained by Dr. Ferguson in the demise of his mother, and extend to him their sympathy.

Professional Notes

E. Meadows has enlarged and remodelled his funeral parlors at Woodstock, Ont.

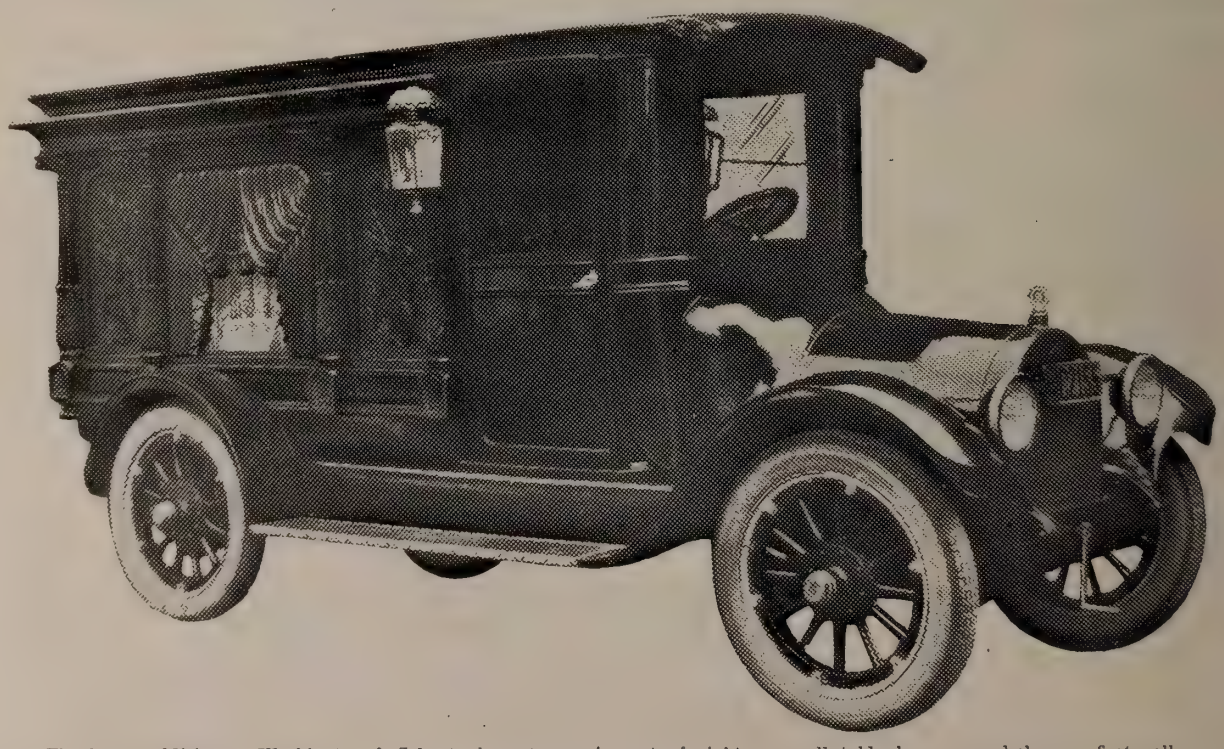
Chas. Dean has bought the undertaking business of E. E. Sponenburg, of St. Thomas.

M. S. Bedford has taken an interest in Mack Paul's undertaking business at Woodstock, Ont. The firm will hereafter be known as Paul and Bedford.

Harry Ellis, 535 College Street, Toronto, has his son, Capt. A. H. Ellis (Bert), of the 57th Wildes Rifles Frontier Force of India, visiting him on a six months furlough.

Turner & Porter, 751 Queen Street West, Toronto, have a new motor casket wagon. The carving on the car was done by hand, and the wagon is built on a Dodge chassis.

Fred W. Matthews, on his recent trip across the line, made the rounds of a number of manufacturing establishments. He came back full of new ideas and brought also a few sample caskets and some new funeral parlor furniture.



The latest addition to Washington & Johnston's motor equipment of eight cars, all told—hearses, ambulances, first call cars, casket wagons, etc.

Western Professional News

From our own correspondent

J. A. McCoppen, Edmonton, Alta., has recently added a new limousine to his motor equipment.

Frank L. Thomson, Victoria, B.C., has recently finished his new edifice known as the Thomson Funeral Home, which occupies a corner lot 100x100 ft. The building is painted white, made of frame and designed to fulfill the colonial type, with covered verandah extending to the street. This is something new and being residential is, instead of an objection, an added attraction and a credit to the community.

Mrs. J. A. Reid, of Banff, Alta., has not been enjoying the best of health this fall. And we understand that Mr. Reid will soon take her to Calgary for an operation, which it seems is necessary. This is the second operation Mrs. Reid has had in three years during which time she has never been real strong. Their many friends extend very best wishes and hope that soon Mrs. Reid will be well and quite herself again.

D. J. Jenkins, Nanaimo, B.C., has recently added a new motor hearse and a Chevrolet touring car to his motor equipment. The roads are beautiful in this part of B.C., having a hard, well-built base covered with crushed rock or chatz, and passable the entire winter, so that the motor can be used continually. An uninterrupted drive of this beautiful description runs the entire length of Vancouver Island. The writer had the pleasure of driving from Victoria to Nanaimo, some 80 miles through the most scenic mountains, which ever looked down into a valley of water called a river. And while the curves are thrillingly close to the precipice edges in places, the road is so smooth and the texture so plyable and fitting to the driver's admiration—it isn't a case of how fast can you drive? It's another way around, How fast will she run? The apple of Eden would be a small temptation alongside of that road. Which in comparison to our little drive from Toronto to Hamilton, looks like the golden pavement to the pearly gates overlooking a little "Cow path" from the house to the barn in Ontario. Where we might add that most of the Westerners came from.

Wainwright and Jackson, Strathcona, Alta., who were burned out a few months ago, have just finished their new funeral home. The front of their building is very much like a well designed residence of the large roomy type. A drive leads to one side and back to the rear where they have one of the most complete garages in the business west of the Great Lakes. The latter is cement structure built to be very comfortable even though the thermometer registers 50 below zero, which has happened in those parts. And the garage will hold about ten cars which are backed into their respective places off of a turn-table which stands in the centre of the building—and is one of the handiest additions that could be installed anywhere. Their motors are mostly of the Dodge Brothers make, each conveyance being of a lightweight type and very serviceable. A. E. Young, Saskatoon, Sask., recently sold out his undertaking business, most of his stock going to two other firms in that city. Mr. Young has two sons recently returned from overseas. Both with the engineers, one a major and the other a captain, which speaks well for the boys, because they are both quite young (two ways). In reply to our inquiry whether Mr. Young would again enter into the undertaking, he said, "Not if I can help it. The boys don't like the work. Both have contractors and builders education, and intend to return to their vocation. So I think I will open up a large lumber yard including builders' materials and all accessories. I will at least get the boys business, which will help them and myself also. And when they are not busy building they can help run my yard." As an undertaker, Mr. Young was well liked, and while a great many do not wish to lose him in that line, we wish Mr. Young well, and hope that he and the boys will know nothing short of success, and that they will have a world of that.

W. A. Edwards & Co., Saskatoon, Sask., purchased the motor equipment of A. E. Young, including a Packard ambulance. This gives Mr. Edwards a most complete line of rolling stock, in fact more than he cares to continue with, in addition to his own former well-stocked equipment. We might, in assistance to Mr. Edwards and any parties in need of motor equipment, say that the latter would do well to get into correspondence with the Edwards Co., about motors.



Thompson's funeral home at Victoria, B.C.

EMBALMING SCHOOL AT BROCKVILLE.

A. W. Burtch, well-known as a regular yearly delegate to the C.E.A. conventions, is starting a school of embalming at 11 Victoria Ave., Brockville, Ont. Mr. Burtch is a graduate of the Renouard College of Embalming, New York City, and besides has had 15 years' experience as a practical embalmer here in Ontario. He should, therefore, be well fitted to demonstrate and teach the latest and most modern methods of embalming, anatomy and sanitation.

CANICULA EMBALMING FLUID

That velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY

366 Bathurst Street - TORONTO, CANADA

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels, Ph. G.

ARTICLE XIV

THE FOUR SIGNS.

FAULTY embalming causes far more trouble than faulty embalming fluid. As we go about our work day after day, we find ourselves developing a disposition to assume that everything is right until it proves to be wrong. Then we have that old standard excuse to fall back upon—the fluid was bad. Assuming that all is right until it proves to be wrong, is a dangerous practice for any embalmer. Far better assume that it is wrong until it proves itself to be right.

The proof is easy to obtain because we have four signs of embalming upon which we can rely. The injection of the fluid should not be stopped until—

Sign 1—The surface of the body becomes dry;

Sign 2—The flesh becomes firm;

Sign 3—A mottle caused by the fluid spreads over the body;

Sign 4—Fluid escapes with the blood through the draining tube.

Here are the fundamental rules for procedure in normal cases.

Insert the Genung-Eckels draining tube in the axillary vein; allow blood to pass out until the color of the body is lifelike and natural, injecting fluid through an artery, preferably the axillary. It is a good plan for the beginner to inject toward the hand enough fluid



W. S. Yule, Swift Current; A. B. Gardiner, Winnipeg, and Fred. W. Matthews, Toronto, listening to the sad sea waves at Atlantic City.

to cause the arm to become firm and dry and otherwise show all of the Four Signs. Then inject the fluid through the same artery toward the trunk of the body, not faster than one quart in ten minutes, until the Four Signs appear there.

Remove the draining tube when the first three signs appear over the body up to the neck and ears, provided the color is normal. If the color is still too dark, allow blood to continue to pass out of the draining tube until the exposed parts of the body are life-like in color. Then remove the draining tube and ligate the vein. Stop injecting fluid only when the fourth sign appears.

Leave the arterial tube in the artery directed toward the body until you can examine the body, say, ten hours after the first injection. Remove the arterial tube directed toward the arm at the same time you remove the draining tube at the completion of the first injection, ligating the artery when you remove it. After approximately 10 hours, examine the body. If it is dry all over the surface, and a firmness of tissue is everywhere apparent, it will not need any more fluid for preservation for, say, one week. Should any parts of the body be soft and damp, inject enough fluid to cause those parts to become dry and firm. When all parts of the body are dry and firm, remove the arterial tube.

Should you be called upon to hold the body longer than one week, I would advise a second injection of fluid at from ten to twenty hours after the first injection. This I would do, no matter what the condition of the body.

After the entire body is dry and firm—and not until then—use a hollow needle in all the cavities, if you feel that this is absolutely necessary, removing gases or any secretions from them and injecting them with fluid. It will be found unnecessary, however, in most cases. The amount of fluid needed to produce the Four Signs will vary from one quart to fifty pounds of body weight to one quart to fifteen pounds of body weight.

Rule Two will be called into requisition in all cases where purging from the lungs or from the stomach is caused by fermentation of the secretions contained therein or from leakages of the embalming fluid into those cavities, or from the secretions and leakages of fluid in the stomach or alimentary canal, forced from thence by gases.

This purging may be stopped by producing pressure of the cavities (the thoracic or abdominal cavity), so as to drive the secretions, gases or fluids into the throat, and from there they may always be aspirated into a bottle.

When such purging occurs, aspirate through an Eckels nasal tube. This can be bent into such shape that it may in all cases be inserted into the throat through the nostrils, the embalmer manipulates the epiglottis by pressing it first to the right and then to the left.

This treatment will always allow the secretions and gases which have been forced up from the alimentary canal or bronchial tubes, to pass into the throat and from thence, they may easily be aspirated.

This latter result is best produced by elevating the foot of the embalming board or couch, while pressure is applied to the body as above described.

This method is by far better than the old trocar method, because by using it, no rupture of the systemic circulation can occur, though all can be accomplished in this way that could possibly be accomplished by the use of the hollow needle or trocar.

When bodies purge after the four signs of Rule One appear, there is no objection (excepting in cases when long time preservation is desired) should the embalmer desire to use the hollow needle. Even here, however, it is not desirable, the removal of secretions and gases by pressure of the cavities being much to be preferred

THE END.

Prof. Renouard at C. E. A. Convention

I WOULD indeed be lacking in gratitude if I did not first acknowledge my deep appreciation of being honored by an invitation to be again with you. Therefore, my first duty in the observations which I am about to address to your association, is to make my personal acknowledgments on the occasion which has brought me to this meeting.

Again I come before your meeting with the express purpose of addressing you as friends, and if my presence at this meeting will further contribute to your scientific deliberations, it will be a great pleasure to me.

In appearing before you to-day, I am fully conscious that you represent a scientific body of men and women who are present at this meeting to advance themselves in their calling.

During the sessions of your meetings if I make any remarks that seem personal, I hope you will accept them in a figurative sense, as I am going to be candid and explain the truth based upon scientific research work carried on in the laboratories of the school in New



PROF. C. A. RENOUARD, New York.

York. Our work is based upon scientific branches of study, and the work of any scientific association is based upon technical research work. When I refer to research work, I speak of results obtained through applying certain scientific technique and obtaining definite results.

Our work in this world is of the greatest value when we receive the approbation of those for whom we labor. To be regarded favorably by those who have obtained distinction bids us hope we, too, may be also distinguished in our calling. As we advance in life, we learn and appreciate the limits of our abilities, and our expectations for the future shrink to modest dimensions. The question that presents itself is not what we shall do, but what we have done. We call ourselves to account for the time and talents which we have used or misused, and then it is that the good opinion of those who are to follow us becomes peculiarly agreeable.

In looking over those assembled here this morning, I see the faces of many pioneers in our profession, which causes me to think of the past when they were not privileged to enjoy the luxurious facilities now offered for a thorough education. I recall when the schools gave a three days session, and if a man could raise an artery he thought himself master of all that should be known. I can recall the time when many of our older members were educated in the rear of an undertaker's shop by the late Prof. Auguste Renouard, and I believe this was the first attempt to educate men in embalming and sanitation. The first traveling schools were conducted by the late Prof. J. H. Clark, who did a great amount of good for the elevation of the profession, and for whom a memorial is now in progress of formation and which you all should take an active part in, as he was known to many of you. I recall the time when coffins were all that was on the market, and when the cloth-covered casket first made its appearance, it was received with horror, due to its somber appearance, in contrast with the gayly decorated coffins then in vogue.

But it may be advisable to remark at this time that the bodies looked more natural after being injected with arsenical solutions than they do to-day with the formaldehyde preparations used. The remains were flexible and natural in color, and as for the use of paint and powder, there was no occasion for using it. But to-day, with our formaldehyde preparations, it seems to be the height of artistic attainment to paint and powder the features of the dead so they cannot be seen through its thick coating. We had to discard these ancient preparations containing mineral salts and acids because of the ease with which they could be employed to commit murder, so that to-day we use what are termed non-poisonous preparations, that is,

ONE
Fact
About
CARANAC
EMBALMING
FLUID
"There is None Better"
IF YOU USE IT—YOU KNOW
Caranac Laboratory
Peterborough - Ontario - Canada

preparations that do not contain, arsenic mercury, silver, lead, zinc, copper, antimony, or any of the poisonous alkaloids. It required much time and energy to train embalmers to use formaldehyde as they objected to the rigidity, and now it seems that many are not satisfied unless the remains are as hard as a cement floor, and as the color imparted to the tissues, by a large percentage of formaldehyde preparations is objectionable, even to the embalmer, he is compelled to paint and powder the face to make the remains look human. I am glad to note a change that is taking place among the better class of embalmers, namely that of employing preparations that preserve the natural color of the tissues without imparting objectionable rigidity.

It may be well at this time to dwell upon the basic principles of embalming, or as it may be more properly termed, "the sanitary preservation of the human dead," and in order to do this we must take into consideration that mysterious influence known as life. No scientist has been able to properly define life, but it may be pointed out that life is a chemical process. Moreover, experiments have demonstrated that the process of growing old involves certain definite chemical changes, just as death also involves chemical changes. Life may be briefly described as a chemical cycle. Old age and its symptoms are either the result of the exhaustion of certain chemicals in the body or more probably the culmination of the gradual piling up of certain chemical substances in the body. After that mysterious activity has ceased to exert its influence upon us, another state follews, known as death. I cannot enlarge upon this condition for you are all familiar with it, as it is a part of your daily routine to come in contact with the cells after they have ceased to function.

Our work is based upon truly scientific lines, for we are always dealing with the laws of nature which is mysterious, kind and exacting, and if we desire to be successful in our work, it is absolutely necessary that we understand the laws of nature and be just as exacting in our work of preservation as nature is in her exacting process of destruction after death. Nature is most economical in using her forces, as I will attempt to prove to you this morning. We cannot live without breathing air, and this air contains a certain amount of moisture, and a certain degree of heat, so as to prolong life under normal conditions, hence, heat, air and moisture are very necessary for life. After death has taken place these same elements act upon the dead cells in another manner, that is, of a process of destruction so as to return them to their original elements. thereby giving back to nature what we were permitted to use as long as life was present. In this manner nature has conserved the elements of the earth for centuries, so that through the process of putrefaction and decomposition we are permitted to use over and over the same elements.

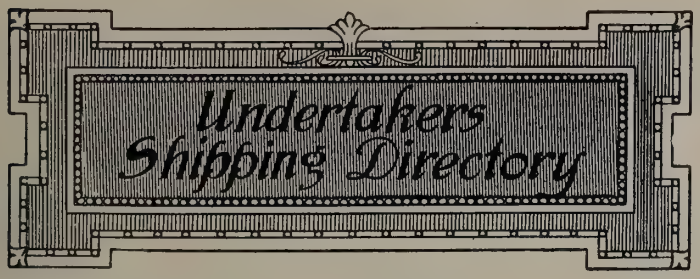
This is nature's way of disposing of all dead organic and inorganic substances, so we are really fighting nature's method of disposing of all substances that would imperil life if allowed to remain undisturbed above ground. It must, therefore, be plain to you why putrefaction is so necessary to our welfare, and the production of a continuous supply of food. Our work consists in fighting nature with as much exactitude as she uses in her efforts of destruction. To thwart nature in her destructive process, we employ certain technique and chemicals that will effectively overcome these influences, namely, heat, air and moisture, in their action upon that collection of cells that represent the human body. The application of certain chemical solutions to these cells alters them to such an extent that the influence of heat, air and moisture is rendered void. We call this preservation. If this alteration is not accomplished, the collection of cells undergo certain chemical changes that we designate as putrefaction, decomposition, decay, etc. You may wonder why I am selecting this particular topic to illustrate the point I desire to emphasize, but many of you go through life without realizing the importance of the influences that surround you, but when we are called to thwart these same influences in the dead body, you are suddenly brought to a full realization of the exacting manner in which nature operates to return the elements of our bodies into that great laboratory known as the earth.

Addressing you as a scientific body of men, you should fully appreciate the nature of your work, which may be classified as scientific technique opposing the laws of nature, so as to prevent decomposition, preserve the natural color of the tissues, flexibility of the body and the characteristics of life. Through advanced research work we are now enabled to preserve the natural flexibility of the body, the soft pink color of the tissues, as well as sterilize the entire body, regardless of the cause of death. It is for this reason that you have laws which demand certain qualifications of those who seek to enter your profession. We should not rest content by merely being the possessor of a diploma or provincial license, but should endeavor to elevate ourselves above these evidences of qualification, and give to those who employ us the best we possess as a result of professional training.

To be scientific, exacting and proficient, you must comply with the laws that govern our universe. It is gratifying to know that your association stands for scientific education, and devotes such a large part of its time to the discussion of subjects that will benefit its members. It is most gratifying that you always provide dead bodies for demonstration purposes, thereby benefiting the members who live in small towns, as well as those located in large cities. This is one of the important features of association work overlooked in many of our states. Many associations fill their programs with lectures and demonstrations that are useless and confusing, and not based upon scientific lines; which is a detriment to the association and misleading to its members who look to their association for reliable instruction and information.

So many confusing methods are advocated that embalmers are bewildered, and I assure you it is gratifying to have bodies for demonstration where scientific facts can be proven in your presence. We want facts, not theories, as your daily practice will demand, therefore we must present conditions and prove them on the dead body so you can successfully employ them in the performance of your duties. You have no doubt heard many lecturers on embalming make great claims which your daily practice taught you were only empty words used for some ulterior purpose. I recognize many in this audience as old friends who I have had the honor of instructing in the past, and I am very proud of you for the great showing you have made in your scientific work since graduation, and hope you will always stand for the inculcations that scientific truths convey. If you will act in the same manner regarding the principles upon which this association rests, I feel certain your association will feel proud of you.

You are to be congratulated for having such active officers, and your secretary, Mr. Matthews has proven his worth as an energetic worker for the benefit of the members of the Canadian Embalmers' Association.



ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Dungannon —
Sproul, William

Elmira—
Dreisinger, Chris.

Hamilton—
Blachford & Sons.
57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler, proprietor

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.
Mundell, J. A. Phone 126.
150 Mississaga St

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519
Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.

Toronto—
Cobbledick, N. B.
1508 Danforth Ave., and
2068 Queen St. E.
Auto equipment for all
branches of service.
Phone Beach 73.
J. A. Humphrey & Son,
463 Church St.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all
branches of service.
Motor ambulance.
Phone North 4400.
Washington, Fleury Burial
Co., 685 Queen St. E.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

Montreal—
Tees & Co., 912 St. Catherine
St. West.

NEW BRUNSWICK

Moncton—
Tuttle Bros., 164 Lutz St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co., Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

MY REPUTATION is under the Cork of Every Bottle of RE-CONCENTRATED DIOXIN

If I can get you to Realize Three Thoughts in this Connection I shall be Satisfied.

THE FIRST THOUGHT

Is that I stake the reputation which I have been struggling to obtain during the past twenty-six years on the perfection and satisfaction-giving qualities of my latest product, RE-Concentrated Dioxin, the Peroxide of Hydrogen Fluid.

THE SECOND THOUGHT

Is that I, being one of the inventors and the patentee of the Eckels-Genung Axiliary Method, used by more than 12,000 embalmers in the United States and Canada, would not do this did I not know it to be the best and most modern fluid made.

THE THIRD THOUGHT

Is that I would not dare to offer to Pay Freight Both Ways and to make no charge for fluid used in tests if I was not sure that Dioxin would give satisfaction far beyond that possible with any other fluid known to science.

These are Broad Statements, but they are borne out by the experience of thousands of high-class embalmers who have compared the Cosmetic Effects and Preserving Properties of DIOXIN—the Peroxide Fluid—with those of other fluids.

One sixteen-ounce bottle RE-Concentrated Dioxin will make a gallon of Peroxide of Hydrogen Embalming Fluid of standard strength for arterial embalming, or it will make one-half gallon of extra strength Formaldehyde Fluid for bad cases or for cavity work

The quantity of water you add determines whether it shall be a Formaldehyde Fluid or whether Peroxide of Hydrogen shall predominate.

RE-Concentrated Dioxin, therefore, aside from being the only "pint-to-the-gallon" fluid ever manufactured and the most economical fluid ever placed on the market by a responsible chemist, is really two fluids in one.

DOUBLE DISINFECTING BASE.

This is because RE-Concentrated Dioxin has a double disinfecting base. One of these bases of Formochloral, a purified form of Formaldehyde in which the Formaldehyde is robbed of its gratest disadvantages while retaining all of its virtues. The other base is a substance which combines with the water you add in the right proportion which makes it a Peroxide of Hydrogen Fluid.

Peroxide of Hydrogen is composed of two parts of Hydrogen and two parts of Oxygen. Its chemical symbol is H2 O2. Water is two parts of Hydrogen and one part of Oxygen. Its symbol is H2O. The chemicals in RE-Concentrated Dioxin combine with the water you add and supply to the water the extra atom of Oxygen needed to transform it all into the kind of Peroxide of Hydrogen which makes the Best Embalming Fluid ever discovered.

RE-Concentrated Dioxin, containing as it does and in an extremely concentrated form enough disinfecting and preserving chemicals to make one gallon of fluid, is the strongest and most powerful fluid in the world to-day, yet it combines with its Titanic strength the marvellous softness and delicacy which it is so desirable to use on delicate complexions or those in which the very highest degree of cosmetic effect is desired. It is two fluids in one bottle. This leaves you in a position to make the choice at the moment of embalming.

There are times when you want a strong fluid. In RE-Concentrated Dioxin you have it.

There are times when you desire a soft, mild and delicate fluid. In RE-Concentrated Dioxin you have it.

By its use a large proportion of blood can be withdrawn and especially in dropsy and jaundice cases its effects are magical. Dioxin is good in all cases, but it is marvellous on the very class of bodies where other fluids are weakest.

SEND FOR A TRIAL SHIPMENT.

Order a shipment of RE-Concentrated Dioxin—TO-DAY—and use it on your next important case.

H. S. ECKELS & COMPANY, 221 Fern Avenue, Toronto, Ontario, Canada

Index to Advertisers

A

Art Furniture Co. 33

B

Beaver Furniture Co. 33
Bemister, H. A. 17
Brandt, F. C. 21
Brantford Willow Works 26

C

Canadian Feather and Mattress Co. . 17
Canicula Company, Limited 71
Can. Rattan Chair Co. 24
Caranac Laboratory 73
Champion Chemical Co. .....i.b.c.
Colleran Spring Bed Co. 31
Coombe, F. E. 34

D

Dominion Manufacturers 67-68

E

Eckles, H. S. & Co. 75
Egyptian Chemical Co. 76
Ellis Furniture Co. 35A
Elmira Furniture Co. 31

F

Farquharson, Gifford Co. 9

G

Gendron Mfg. Co. .....i.f.c.
Globe-Wernicke Co., Ltd 11
Grand Rapids Exhibition 15

H

Hartshorn, G. H. 21
Hourd & Co. 16

I

Imperial Rattan Co. 10
Irish, G. L. .....o.b.c.

K

Kindel Bed Co. 6-7
Knetchel Furniture Co. 29
Knetchel Kitchen Kabinet Co. 28

L

Life Long Furniture Co. 59
Lloyd Mfg. Co. 19

M

Malcolm Furniture Co., Andrew .. 23
Manufacturers Exhibition Bldg. 20
Marshall Sanitary Bedding Co. ....i.f.c.
Maxwell Mfg. Co. 64
Matthews Bros. 16
McLagan Furniture Co., Ltd. 4-5
Meaford Mfg. Co. 14
Morlock Bros. 30

N

National Table Co., Ltd. 17
N. A. Furniture Co. 17
North American Bent Chair Co. .. 30

O

Ontario Spring Bed & Mattress Co.. 26
Owen Sound Chair Co. 17

P

Peppler Bros., Ltd. 27
Phenola Co., The 63
Phillips Mfg. Co. 35A

Q

Quality Mattress Co. 32

R

Robertson & Co., P. L. 59

S

Shafer & Co., D. L. 16
Sidway Mercantile Co. 22
Standard Bedding Co. 34
Steele & Co., Jas. 17
Stratford Bed Co. 12
Stratford Chair Co. 8
Stratford Mfg. Co. 10

V

Victoriaville Furniture Co. 25

W

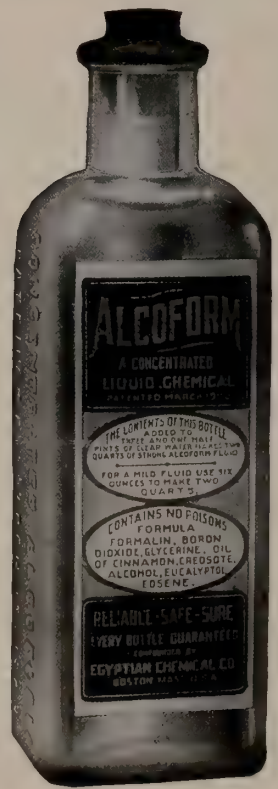
Walter & Co., B. 16
War Purchasing Commission 18
Waterloo Furniture Co. 32

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Larger Bottles filled up with water

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Egyptian Chemical Co. Boston, U.S.A

For Sale Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

FOR SALE—Cadillac Touring Car; mechanically perfect. Chassis would be very suitable for hearse or ambulance. Can sell cheap on account of top being in poor condition. Box 40 Canadian Furniture World, Toronto.

SCHOOL OF EMBALMING will be conducted in Brockville during the month of January, 1920. Special instruction given to anyone wanting to write the Government examination. For particulars apply to A| W. Burtch, 11 Victoria Ave., Brockville, Ont.

FOR SALE—Furniture and Undertaking Business in town of 8,000. Ill health reason for selling. This is a splendid business and can be bought right. Apply 575 Dovercourt Road, Toronto. N-D

FOR SALE—Good Furniture and Undertaking Business in village; a good country trade. No opposition within ten miles. Ill-health reason for selling. Apply Box 41 Canadian Furniture World, Toronto.

RELIABLE Furniture Buyer with ten years' experience, desires making a change about January 1st, 1920, or sooner; capable of taking full charge. At present employed with one of the largest furniture stores in Canada. Can furnish best of references. Box 37 Furniture World.

WANTED—A cheap Hearse for bad roads; must be light weight. Apply Joseph Senn, Hagersville, Ont.

WANTED—Automobile Hearse; must be first-class condition; not necessarily high priced when new. Photos and lowest cash price. Apply Box — Canadian Furniture World, Toronto.


CHAMPION
CONCENTRATED
EMBALMING
FLUID
100% PURE CHEMICALS
PERFECT COSMETIC EFFECT COMBINED WITH UNSURPASSED PRESERVATIVE, ANTISEPTIC AND DEODORIZING QUALITIES.
DIRECTIONS
The contents of this bottle will make two quarts full strength fluid, strong enough for extreme cases.
For the first arterial injection make two quarts of fluid with six to eight ounces. Follow with a stronger solution as the case requires.
For cavity work use full strength.
THE CHAMPION CHEMICAL CO.
SPRINGFIELD, OHIO.
Water from your Faucet
and Champion
Make the highest quality and most economical embalming fluid.
CHAMPION IS UNEQUALED as a preservative in the most extreme cases, and produces that much desired life-like appearance that means prestige for the Undertaker.
CHAMPION WILL PROTECT your reputation and save needless worry.
ORDER A CASE TO-DAY—
Champion Chemical Co.,
Dr. G. W. FERGUSON, Canadian Manager,
38 Leuty Ave., Kew Beach, Toronto.
Canadian Manufacturing Plant, WINDSOR
41 Years in Business-Means-Satisfied Embalmers

G. L. IRISH

499 QUEEN ST. WEST TORONTO, ONTARIO

MANUFACTURER and IMPORTER



Statuary

Picture Frame
Mouldings

Framed
and Unframed
Pictures

Floor and
Table Lamps
and Silk Shades

PRICES
REASONABLE



Good assortment always on hand
for immediate shipment

G. L. IRISH - 499 QUEEN STREET WEST
TORONTO : ONTARIO